

1. Record Nr.	UNINA9910838277103321
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Titolo	Valuing Customer Engagement : Strategies to Measure and Maximize Profitability / / by V. Kumar
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031432965 3031432967
Edizione	[2nd ed. 2024.]
Descrizione fisica	1 online resource (296 pages)
Collana	Palgrave Executive Essentials, , 2731-5622
Disciplina	658.8342
Soggetti	Customer relations - Management Consumer behavior Marketing Customer Relationship Management Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Overview of Customer Engagement -- 2. Customer Valuation Theory -- 3. Customer Engagement Value -- 4. Brand: "What Do You Think of Me?" -- 5. How Much are your Customers Worth? -- 6. When Brand Value Meets Customer Value -- 7. What's the Word Out There? -- 8. Hey, Have You Heard About This? -- 9. We Need Your Help! -- 10. Engaging with Customers in a Multi-dimensional World.
Sommario/riassunto	Dr. V. Kumar (VK) is the Professor of Marketing, and the Goodman Academic-Industry Partnership Professor, Goodman School of Business, Brock University, ON, Canada. Prior to joining Brock, VK was the Salvatore Zizza Professor of Marketing, Tobin College of Business at St. John's University, NY. He has held/holds several Distinguished Faculty Positions and Fellowships across universities worldwide. VK has also been honored as a Legend in Marketing through the 10-Volume Legends in Marketing series published by Sage Publications with commentaries from scholars worldwide. Professor Kumar has published over 300 scholarly papers and 30 books, received over 20 Lifetime Achievement Awards, and over 25 Research and Teaching Excellence

Awards. Professor Kumar has served as the Editor-in-Chief of the Journal of Marketing (2014-2018) and serves/served as the Department Editor of POM, and as the Consulting Editor of JIBS. Global Fortune 500 firms have implemented many of VK's ideas and models in multiple areas of marketing and operations which have resulted in gains of over multi-billion dollars. (URL: [www.drvkumar.com](http://www.drvkumar.com) and [www.vkclv.com](http://www.vkclv.com) ). .

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