

Customer Life Time Value

The book covers in detail the concept of Customer Lifetime Value through the review of the vast literature available on the topic. The importance of measuring CLV for enhancing the effectiveness of other marketing tools like market segmentation, customer satisfaction, loyalty and the concept of customer equity has been discussed in detail. Various metrics of calculating customer value are discussed and compared under both contractual as well as non-contractual situation so as to suggest the one which is most suitable. An insight is provided to the readers about the various challenges faced by an organisation in measuring the profitability of their customers. The book also discusses the importance of CLV in developing customer centric strategies and the implementation of CLV strategies in both B2B and B2C setting, thus enabling managers in bringing more accountability to huge marketing expenditure and also to make better business decisions. It is hoped that the book is quite useful for students, teachers and researchers of commerce and economics and people having concern for Customer Life Time Value.



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