

CUSTOMER VALUE IN THE NOW ECONOMY - BLOG

This marketing blog is all about the customer! It is based on research by Art Weinstein from the book SUPERIOR CUSTOMER VALUE - FINDING AND KEEPING CUSTOMERS IN THE NOW ECONOMY (Routledge, 2019). Topics include the digital economy, customer-centricity, business models, value propositions, segmentation, service, quality, pricing, image, CRM, metrics, loyalty, and retention. Expert contributors offer related insights/best practices. Your thoughts and customer value experiences are welcomed.



<https://SCV-Weinstein.blogspot.com>

***** Top 10 Posts (of 31) as of March 2021 *****

1. Experiential Retailing – Can It Help Offline Stores – John Gironda
<https://scv-weinstein.blogspot.com/2019/10/experiential-retailing-can-it-help.html>
2. 10 Tips for Designing a Market Research Questionnaire – Herb Brotspies and Suri Weisfeld-Spolter
[Customer Value in the Now Economy: 10 Tips for Designing a Market Research Questionnaire by Herb Brotspies and Suri Weisfeld-Spolter * \[109\] \(scv-weinstein.blogspot.com\)](https://scv-weinstein.blogspot.com/2019/10/customer-value-in-the-now-economy-10-tips-for-designing-a-market-research-questionnaire-by-herb-brotspies-and-suri-weisfeld-spolter-109.html)
3. Customer Ownership – Understanding the Value of a Relationship – Ricky Ferguson
<https://scv-weinstein.blogspot.com/2019/10/customer-ownership-understanding-true.html>
4. How Jamestown Descendants Used an Entrepreneurial Mindset to Survive and Thrive – Hilton Barrett
[Customer Value in the Now Economy: How Jamestown Descendants Used an Entrepreneurial Mindset to Survive and Thrive by Hilton Barrett * \[110\] \(scv-weinstein.blogspot.com\)](https://scv-weinstein.blogspot.com/2019/10/customer-value-in-the-now-economy-how-jamestown-descendants-used-an-entrepreneurial-mindset-to-survive-and-thrive-by-hilton-barrett-110.html)
5. Misconceptions About Store Brands – Selima Ben Mrad
<https://scv-weinstein.blogspot.com/2020/02/misconceptions-about-store-brands-by.html>
6. Creating Better Customer Experiences – Art Weinstein
<https://scv-weinstein.blogspot.com/2019/09/creating-better-customer-experiences-5.html>
7. The Value of Analytics in Customer Value – Maria Petrescu
<https://scv-weinstein.blogspot.com/2019/11/the-value-of-analytics-in-customer.html>
8. The Value of a Value Proposition – Art Weinstein
[Customer Value in the Now Economy: The Value of a Value Proposition \[11\] \(scv-weinstein.blogspot.com\)](https://scv-weinstein.blogspot.com/2019/10/customer-value-in-the-now-economy-the-value-of-a-value-proposition-11.html)
9. Customer Retention – 5 Guidelines – Art Weinstein
<https://scv-weinstein.blogspot.com/2019/10/customer-retention-5-guidelines-14.html>
10. The Value of Investing in Customer Value Management – Laura Patterson
[Customer Value in the Now Economy: Customer Value Management \(scv-weinstein.blogspot.com\)](https://scv-weinstein.blogspot.com/2019/10/customer-value-in-the-now-economy-customer-value-management.html)