

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.



Top 8 Posts by Views - 23 topics to date

1. Customer Ownership – Understanding the Value of a Relationship – Ricky Fergusonson
<https://scv-weinstein.blogspot.com/2019/10/customer-ownership-understanding-true.html>
2. Experiential Retailing – Can It Help Offline Stores – John Gironda
<https://scv-weinstein.blogspot.com/2019/10/experiential-retailing-can-it-help.html>
3. The Value of Analytics in Customer Value – Maria Petrescu
<https://scv-weinstein.blogspot.com/2019/11/the-value-of-analytics-in-customer.html>
4. Creating Better Customer Experiences – Art Weinstein
<https://scv-weinstein.blogspot.com/2019/09/creating-better-customer-experiences-5.html>
5. Customer Retention – 5 Guidelines – Art Weinstein
<https://scv-weinstein.blogspot.com/2019/10/customer-retention-5-guidelines-14.html>
6. A Customer Value Mindset in Asia’s Airlines Business – Michael Santonino
<https://scv-weinstein.blogspot.com/2019/10/a-customer-value-mindset-in-asias.html>
7. Misconceptions About Store Brands – Selima Ben Mrad
<https://scv-weinstein.blogspot.com/2020/02/misconceptions-about-store-brands-by.html>
8. Using Mobile Devices in the Retail Store – Suri Weisfeld-Spolter
<https://scv-weinstein.blogspot.com/2019/10/using-mobile-devices-in-retail-store-by.html>