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 Fergurson

2. Experiential Retailing – Can It Help Offline Stores – John Gironda

3. The Value of Analytics in Customer Value – Maria Petrescu

4. Creating Better Customer Experiences – Art Weinstein

5. Customer Retention – 5 Guidelines – Art Weinstein


7. Misconceptions About Store Brands – Selima Ben Mrad

8. Using Mobile Devices in the Retail Store – Suri Weisfeld-Spolter