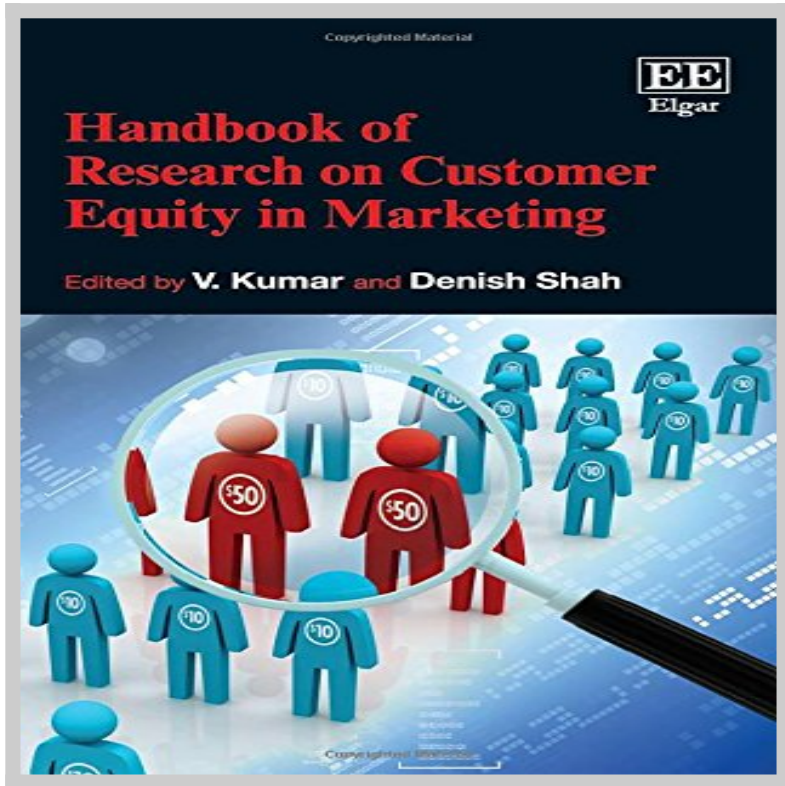


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*'This comprehensive Handbook makes the persuasive case that maximizing customer equity is a strategic imperative. This beautifully curated assembly of the best thinkers on this topic will give the reader a deeper understanding of the key elements of customer equity and valuable guidance on how to overcome the implementation challenges. Everything you need to know about customer equity is right here in one place.'*

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Customer equity has emerged as the most important metric to manage firm performance and value. The *Handbook of Research on Customer Equity in Marketing* explores the tactical and strategic issues related to understanding, measuring, managing and implementing this tool.

Customer equity is the total combined customer lifetime values of all of a company's customers and includes Value Equity, Brand Equity and Relationship Equity. It determines the true value of a company in that it considers the future revenue of the customer base relative to other companies. Through a combination of perspectives, this Handbook analyzes the topic and considers risk alongside strategy and offers state-of-the-art research on the field. Covering all bases, it begins with exploring the evolution of customer equity and concludes with implications of customer equity implication for the future.

Drawing upon the wisdom of a global pool of leading scholars, this *Handbook* serves as a comprehensive and authoritative guide on customer equity for marketing scholars, practitioners, and students.

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