




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Customer equity: building and management relationships as valuable assets

	Author	Blattberg,Robert C. (Author) Getz,Gary (Author) Thomas,Jacquelyn S. Thomas (Author)
	Publication Data	Boston: Harvard Business School Press, 2001
	Physical Description	XIX, 228p
	Subject Area	Management
	Subject Headings	RELATIONSHIP MARKETING CUSTOMER SERVICES -- MARKETING CUSTOMER RELATIONS CUSTOMER LOYALTY
	Call Number	658.812 BLA
Philadelphia University Library 2011		