

Managing Customers As Investments: The Strategic Value Of Customers In The Long Run

By Sunil Gupta

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Managing Customers as Investments | Michael -

I am working the spreadsheets this week and I am trying to quantify "the lifetime value" of a FreshBooks customer. In digging into that, I came across this excerpt
<http://michaelmcdermont.com/2006/09/14/managing-customers-as-investments/>

Managing Your Customers as Investments: Are You -

Managing Your Customers as Investments: Are You Spending More on Your Customers Than They are Worth? by Gupta, Sunil, Lehmann, Donald (2005) Hardcover on Amazon.com
<http://www.amazon.com/Managing-Your-Customers-Investments-Hardcover/dp/B000X8F2XA>

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<http://sellingenergy.com/blogs/jewell-insights-blog/34203521-managing-customers-as-investments>

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<http://www.hbs.edu/faculty/Pages/profile.aspx?facId=261323&facInfo=pub>

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Sunil Gupta is Meyer Feldberg a strategic consulting group that specializes in customer management. The Strategic Value of Customers in the Long Run

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