

Kumar

Valuing Customer Engagement

Strategies to Measure and Maximize Profitability

In recent years, the concept of customer engagement has evolved as a powerful tool in the managerial toolkit of firms to incorporate a profitable approach to customer management. There is a pressing need for an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value framework. This book, *Valuing Customer Engagement*, is first of its kind on customer engagement that outlines the theory and methods of engaging customers profitably in business-to-consumer and business-to-business settings. Written by world-renowned scholar and thought leader V. Kumar, this seminal work book explains the definitions of the metrics within the CEV framework and analyzes ways to measure and maximize these metrics that can help in engaging customers profitably. Dr. Kumar also reveals the interrelationships between these metrics, i.e. how each metric impacts the other, with examples from all over the world. This updated edition introduces of Customer Valuation Theory as a way of quantifying direct and indirect engagement value while presenting newer applications and case studies. With practical examples of companies that have benefited by implementing these strategies, this guide is a must have for business executives who want to maximize companies profitability as well as students wanting to learn how to engage customers and build loyalty.

Dr. V. Kumar (VK) is the Professor of Marketing, and the Goodman Academic-Industry Partnership Professor, Goodman School of Business, Brock University, ON, Canada. Prior to joining Brock, VK was the Salvatore Zizza Professor of Marketing, Tobin College of Business at St. John's University, NY. He has held/holds several Distinguished Faculty Positions and Fellowships across universities worldwide. VK has also been honored as a Legend in Marketing through the 10-Volume Legends in Marketing series published by Sage Publications with commentaries from scholars worldwide. Professor Kumar has published over 300 scholarly papers and 30 books, received over 20 Lifetime Achievement Awards, and over 25 Research and Teaching Excellence Awards. Professor Kumar has served as the Editor-in-Chief of the Journal of Marketing (2014-2018) and serves/served as the Department Editor of POM, and as the Consulting Editor of JIBS. Global Fortune 500 firms have implemented many of VK's ideas and models in multiple areas of marketing and operations which have resulted in gains of over multi-billion dollars. (URL: www.drvkumar.com and www.vkclv.com).



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