

GRA 6435 Customer Value Analytics

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@article{Blattberg_Deighton_1996, title={Manage Marketing by the Customer Equity Test}, volume={74}, url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9607100440&site=ehost-live}, number={4}, journal={Harvard Business Review}, author={Blattberg, Robert C. and Deighton, John}, year={1996}, pages={136-144} }

@article{Fader_Hardie_Berger_2004, title={Customer-Base Analysis with Discrete-Time Transaction Data}, DOI={10.2139/ssrn.596801}, journal={SSRN Electronic Journal}, author={Fader, Peter and Hardie, Bruce and Berger, Paul D.}, year={2004} }

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@article{Fader_Hardie_Lee, title={'Counting Your Customers' the Easy Way: An Alternative to the Pareto/NBD Model}, volume={24}, url={https://search-proquest-com/docview/212268495?OpenUrlRefId=info:xri/sid:primo&accountid=142923}, number={2}, journal={Marketing Science}, author={Fader, Peter S and Hardie, Bruce G.S. and Lee, Ka Lok}, pages={275-284} }

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@article{Gupta_Lehmann_2003, title={Customers as assets}, volume={17},
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@book{Gupta_Lehmann_2005a, address={Upper Saddle River}, title={Managing customers as investments: the strategic value of customers in the long run},
publisher={Wharton School Pub}, author={Gupta, Sunil and Lehmann, Donald R.},
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@article{Knox_van Oest_2014, title={Customer Complaints and Recovery Effectiveness: A Customer Base Approach.}, volume={78},
url={<https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=98365365&site=ehost-live>}, number={5}, journal={Journal of Marketing}, author={Knox, George and van Oest, Rutger},
year={2014}, pages={42-57} }

@inbook{Kumar_Reinartz_2006a, address={New York}, title={Customer relationship management: a databased approach}, publisher={Wiley}, author={Kumar, V. and Reinartz, Werner J.},
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@article{van Oest_Knox_2011, title={Extending the BG/NBD: A simple model of purchases and complaints}, volume={28},
url={<https://www.sciencedirect.com/science/article/pii/S0167811610000911>}, DOI={10.1016/j.ijresmar.2010.11.001}, number={1}, journal={International Journal of Research in Marketing}, author={van Oest, Rutger and Knox, George},
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@article{Reinartz_Thomas_Kumar_2005, title={Balancing Acquisition and Retention Resources to Maximize Customer Profitability.}, volume={69},

url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=15403072&site=ehost-live}, DOI={10.1509/jmkg.69.1.63.55511}, number={1}, journal={Journal of Marketing}, author={Reinartz, Werner and Thomas, Jacquelyn and Kumar, V.}, year={2005}, pages={63-79} }

@article{Rust_Lemon_Zeithaml_2004, title={Return on Marketing: Using Customer Equity to Focus Marketing Strategy.}, volume={68}, url={https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=11924951&site=ehost-live}, DOI={10.1509/jmkg.68.1.109.24030}, number={1}, journal={Journal of Marketing}, author={Rust, Roland T.A. and Lemon, Katherine and Zeithaml, Valarie}, year={2004}, pages={109-127} }

@misc{During the course there may be hand-outs and other material on additional topics relevant for the course and the examination. }