

GRA 6435 Customer Value Analytics

[View Online](#)

[1]

M. J. A. Berry and G. Linoff, 'Mastering data mining: the art and science of customer relationship management', New York: John Wiley, 2000, pp. 111–121.

[2]

V. Kumar and W. J. Reinartz, 'Customer relationship management: a databased approach', New York: Wiley, 2006, pp. 115–122.

[3]

V. Kumar and W. J. Reinartz, 'Customer relationship management: a databased approach', New York: Wiley, 2006, pp. 128–130.

[4]

V. Kumar and W. J. Reinartz, 'Customer relationship management: a databased approach', New York: Wiley, 2006, pp. 131–135.

[5]

J. M. Lattin, J. D. Carroll, and P. E. Green, 'Analyzing multivariate data', Pacific Grove, Calif: Thomson Brooks/Cole, 2003, pp. 477–490.

[6]

S. Gupta and D. R. Lehmann, Managing customers as investments: the strategic value of customers in the long run. Upper Saddle River: Wharton School Pub, 2005.

[7]

S. Gupta and D. R. Lehmann, 'Customers as assets', *Journal of Interactive Marketing* (John Wiley & Sons), vol. 17, no. 1, pp. 9–24, 2003, doi: 10.1002/dir.10045. [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9390966&site=ehost-live>

[8]

S. Gupta, D. Lehmann, and J. A. Stuart, 'Valuing Customers', *Journal of Marketing Research* (JMR), vol. 41, no. 1, pp. 7–18, 2004, doi: 10.1509/jmkr.41.1.7.25084. [Online]. Available: https://www.jstor.org/stable/30162308?seq=1#metadata_info_tab_contents

[9]

S. Gupta and D. R. Lehmann, *Managing customers as investments: the strategic value of customers in the long run*. Upper Saddle River: Wharton School Pub, 2005.

[10]

R. C. Blattberg and J. Deighton, 'Manage Marketing by the Customer Equity Test', *Harvard Business Review*, vol. 74, no. 4, pp. 136–144, 1996 [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=9607100440&site=ehost-live>

[11]

W. Reinartz, J. Thomas, and V. Kumar, 'Balancing Acquisition and Retention Resources to Maximize Customer Profitability.', *Journal of Marketing*, vol. 69, no. 1, pp. 63–79, 2005, doi: 10.1509/jmkg.69.1.63.55511. [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=15403072&site=ehost-live>

[12]

R. T. A. Rust, K. Lemon, and V. Zeithaml, 'Return on Marketing: Using Customer Equity to Focus Marketing Strategy.', *Journal of Marketing*, vol. 68, no. 1, pp. 109–127, 2004, doi: 10.1509/jmkg.68.1.109.24030. [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=11924951&site=ehost-live>

[13]

P. S. Fader and B. G. Hardie, 'How to project customer retention.', *Journal of Interactive Marketing* (John Wiley & Sons), vol. 21, no. 1, pp. 76–90, 2007, doi: 10.1002/dir.20074. [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=23687017&site=ehost-live>

[14]

P. S. Fader, B. G. S. Hardie, and K. L. Lee, "'Counting Your Customers" the Easy Way: An Alternative to the Pareto/NBD Model', *Marketing Science*, vol. 24, no. 2, pp. 275–284 [Online]. Available: <https://search-proquest-com/docview/212268495?OpenUrlRefId=info:xri/sid:primo&accountid=142923>

[15]

P. S. Fader, B. G. S. Hardie, and K. L. Lee, 'RFM and CLV: Using Iso-Value Curves for Customer Base Analysis.', *Journal of Marketing Research* (JMR), vol. 42, no. 4, pp. 415–430, 2005, doi: 10.1509/jmkr.2005.42.4.415. [Online]. Available: https://www.jstor.org/stable/30162392?seq=1#metadata_info_tab_contents

[16]

P. Fader, B. Hardie, and P. D. Berger, 'Customer-Base Analysis with Discrete-Time Transaction Data', *SSRN Electronic Journal*, 2004, doi: 10.2139/ssrn.596801.

[17]

P. S. Fader, B. G. S. Hardie, and J. Shang, 'Customer-Base Analysis in a Discrete-Time Noncontractual Setting.', *Marketing Science*, vol. 29, no. 6, pp. 1086–1108, 2010, doi: 10.1287/mksc.1100.0580. [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=56533208&site=ehost.live>

[18]

R. van Oest and G. Knox, 'Extending the BG/NBD: A simple model of purchases and complaints', *International Journal of Research in Marketing*, vol. 28, no. 1, pp. 30–37, Mar.

2011, doi: 10.1016/j.ijresmar.2010.11.001. [Online]. Available:
<https://www.sciencedirect.com/science/article/pii/S0167811610000911>

[19]

G. Knox and R. van Oest, 'Customer Complaints and Recovery Effectiveness: A Customer Base Approach.', *Journal of Marketing*, vol. 78, no. 5, pp. 42-57, 2014 [Online]. Available: <https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=98365365&site=ehost-live>

[20]

'During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.'