



Customer Equity: Grundlagen der kundenwertorientierten Unternehmungsführung (German Edition)

Kai Wille

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Kai Wille entwickelt ein Konzept zur Messung und Steuerung des risikoadjustierten Wertbeitrages von Kundenbeziehungen. Er zeigt, dass wertorientierte Kenngrößen auch dazu beitragen, den internen Stellenwert des Marketing im Verteilungskampf um knappe finanzielle Ressourcen entscheidend zu stärken.

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