



Customer Loyalty Programmes And Clubs Hardcover

Stephan A. Butscher



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Customer Loyalty Programmes and Clubs Stephan A. Butscher, 2017-05-15 In every industry and any company customer loyalty marketing is an important pillar of corporate strategy This second edition of *Customer Loyalty Programmes and Clubs* explains how the key to effective protection against competition lies in identifying and offering your customers the right combination of financial and non financial benefits Stephen Butscher has reviewed the developments that have taken place since his original successful step by step guide was published and now includes pricing for customer loyalty and e loyalty along with extra case studies He takes you through all the necessary stages to research plan and launch a programme that builds and develops the relationship between you and your customers and emphasises value measurement and selection of the right benefits enabling you to integrate the loyalty programme into every part of your organization *Customer Loyalty Programmes and Clubs* includes case studies from some of the most successful companies including Volkswagen Club Kawasaki Riders Club Swatch the Club Porsche and many more

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Paper Empires Craig Munro,2006 This book tells the inside story of Australian publishing over the past half century

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