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Transforming Customer-Brand Relationships Christina Garnett, 2025-09-03 Emotional connection and affinity are the key to turning customers into brand advocates but with consumers constantly bombarded with information creating that genuine emotional connection with consumers has become increasingly difficult This book provides marketers with practical strategies that transcend traditional transactional interactions and instead cultivate memorable experiences that resonate on

a personal level with their customers Author Christina Garnett enables marketers to build genuine loyalty which in turn creates communities and forges an enduring bond between a brand and its users Taking a multidisciplinary look at the issue Transforming Customer Brand Relationships explores topics including the power of the customer voice social listening as a tool and customer service transformation By moving away from traditional metrics such as customer lifetime value and acquisition costs and instead focussing on emotional engagement metrics like Net Promoter Score and customer sentiment analysis it helps marketers and business leaders understand and implement strategies that foster lasting relationships with customers ensuring long lasting patronage in this competitive digital age

Consumer Brand Relationships in Tourism

Raouf Ahmad Rather,2024-11-11 This book provides a comprehensive overview of consumer brand relationships CBR in tourism and hospitality marketing management including pre during and post COVID 19 pandemic It critically investigates the current debates and questions within the field and includes both theory and practical cases from around the globe It brings together leading specialists from various disciplinary backgrounds and geographical regions to offer state of the art theoretical reflections and empirical research on contemporary issues This book is a reference point for scholars researchers academics and students in the field of CBR across disciplines including tourism marketing hospitality leisure festivals and events

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Customer Relationship Marketing: Theoretical And Managerial Perspectives Naresh K Malhotra,James Agarwal,2020-12-04 Customer relationship marketing CRM opportunities are embedded in the entire customer journey spanning several touch points across all stages including prepurchase purchase and postpurchase stage Customer relationship marketing evolved from traditional marketing concept and has broadened its scope today intersecting with the following domains namely customer buying behavior process models customer satisfaction and loyalty service quality customer relationship management tools and strategies customer centricity and customer engagement activities A comprehensive state of the art textbook Customer Relationship Marketing Theoretical and Managerial Perspectives is organized as follows

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testing It helps readers understand how to design their research studies using mixed method design It also demonstrates managerial implications to help understand how mixed research design could be used to show contribution to the theory and practice **ECSM 2018 5th European Conference on Social Media** Prof. Vincent Cunnane, Dr. Niall

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