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Dealing With Him/her On Basis Of The Quantitative Profitability During The Life Period Of The Customer. CRM Is The Investment Of The Companies In The Customers Who Are Expected To Be Valuable For The Institution, And The Reduction Of Investment In The Valueless Customers Of The Company. As A Philosophy Jan 1th, 2024

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4. Recommended Reading – "Super Crunchers: Why Thinking-by-Numbers Is The New Way To Be Smart," By Ian Ayres, Bantam Books, Available @ Amazon.com 5. Additional Reading – "Database Marketing: Analyzing And Managin Jan 1th, 2024

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The Segment (e.g., Bank Credit Card Customers With High Credit Ratings). Hughes (2009) Provides An Overview Of The Computation Of LTV. One Of The Keys To Maximizing The LTV Of A Customer Is To Treat A Customer Relationship As Something That Needs To Be Developed Over Time, Something Requ Mar 1th, 2024

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