

---

# Contents

	<i>pag.</i>
<i>Preface</i>	XIII

## Chapter I

### The relationship as an intangible resource

1.1. Introduction	1
1.2. Tangible, Intangible and Human resources	2
1.2.1. Brand equity	4
1.2.2. Brand evaluation methods	9
1.2.3. Image, Identity and Reputation	14
1.3. From transactional to relational marketing	16
1.4. Relationship marketing	20
1.5. The moments of truth	26
1.6. Costs and benefits of a relationship	29
1.7. Monitoring the results	32

## Chapter II

### Corporate social responsibility and Corporate Reputation for improving performance

2.1. Introduction	35
2.2. Stakeholder theory	36
2.3. Stakeholder Engagement	39

	<i>pag.</i>
2.4. Corporate social responsibility (CSR) and Corporate Reputation (CR)	43
2.5. Financial and nonfinancial reputations and the effect on share price	48
2.6. Integrated reporting	51
2.7. Financial reporting	53
2.8. Social and environmental reporting	55

## Chapter III

### The creation and management of customer experience and relationships

3.1. Introduction	57
3.2. How to create and manage Customer experiences and relationships	58
3.3. Customer Relationship Management (CRM)	60
3.4. Resource based view, dynamic capabilities and CRM	66
3.5. CRM as Knowledge-oriented processes	68
3.6. Empowered consumer value	70
3.7. Relational intellectual capital	72
3.8. Data warehouse and data mining to support decisional processes	75
3.9. Successful implementation of CRM	77
3.10. From CRM to Social CRM	81

## Chapter IV

### Managing and measuring customer value

4.1. Introduction	87
4.2. Customers are not all the same	88
4.3. Mission and Customer satisfaction	90
4.4. Measuring satisfaction	93
4.5. Customer perceived value	98
4.6. Customer Value Analysis	101
4.7. Customer Life Time Value	101

Contents	XI
	<i>pag.</i>
4.8. Customer Equity	108
4.9. The discount rate: some considerations about the adjustment coefficient	109
4.10. Link between Customer Value and Enterprise Value	111
<i>References</i>	115