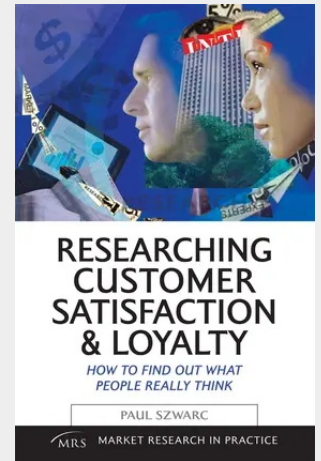


Researching Customer Satisfaction & Loyalty

How to Find Out What People Really Think

Customer satisfaction and loyalty has been one of the largest areas of market research for the past twenty years, and interest in it continues to increase. Organizations today invest heavily in programmes designed to retain customers as they recognize the importance of having loyal, committed customers to sustain and increase company profits. *Researching Customer Satisfaction and Loyalty* is a vital guide to this expanding area. It examines how to research customer satisfaction from both a client and a supplier perspective, and how to get the best results from that research. The breadth of detail is exhaustive and topics covered include: the development of customer satisfaction and loyalty, management theories about it, qualitative and quantitative research, and how market research projects get commissioned. The book also looks at the factors that both supplier and client need to consider when preparing a research brief and proposal, how interest in this area is changing and what the future holds for research into customer satisfaction.

* Includes both a client and supplier perspective of market research on customer satisfaction and loyalty



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