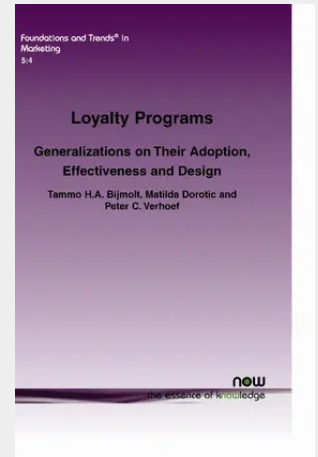


Loyalty Programs

Generalizations on Their Adoption, Effectiveness and Design

Loyalty Programs: Generalizations on Their Adoption, Effectiveness and Design provides an overview of extant research on loyalty programs, derive generalizations on the effectiveness and best design of loyalty programs, and highlight avenues for further research. This monograph supports both researchers and practitioners through a comprehensive, research-based synthesis of current knowledge. In addition, it aims to help companies with loyalty programs improve their performance. Finally, companies that are still contemplating loyalty programs will better understand the implications of such programs through this overview.



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