## Index

<table>
<thead>
<tr>
<th>Term</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Corporation</td>
<td>211–12, 214–15</td>
</tr>
<tr>
<td>billing system</td>
<td>213</td>
</tr>
<tr>
<td>growth strategy of</td>
<td>208–9</td>
</tr>
<tr>
<td>service performance</td>
<td>209–10</td>
</tr>
<tr>
<td>Abstract-Entity-Interaction-Outcome-Universals (AEIOU) framework</td>
<td>516</td>
</tr>
<tr>
<td>AIMMS</td>
<td>264</td>
</tr>
<tr>
<td>Air France</td>
<td>105</td>
</tr>
<tr>
<td>Akaike's Information Criterion (AIC)</td>
<td>62</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>322, 343–4, 399, 428</td>
</tr>
<tr>
<td>recommendation system</td>
<td>400</td>
</tr>
<tr>
<td>review system of</td>
<td>418</td>
</tr>
<tr>
<td>American Customer Satisfaction Index (ACSI)</td>
<td>154</td>
</tr>
<tr>
<td>American Express</td>
<td>148–9</td>
</tr>
<tr>
<td>online presence</td>
<td></td>
</tr>
<tr>
<td>Apple, Inc.</td>
<td>229, 287, 420, 428</td>
</tr>
<tr>
<td>growth of</td>
<td>278</td>
</tr>
<tr>
<td>personnel of</td>
<td>352, 482–3</td>
</tr>
<tr>
<td>products of</td>
<td>396, 399, 481–5</td>
</tr>
<tr>
<td>attitudinal equity (AE)</td>
<td>177</td>
</tr>
<tr>
<td>Audi AG</td>
<td>419</td>
</tr>
<tr>
<td>Australia</td>
<td>595–6</td>
</tr>
<tr>
<td>New South Wales Education Department</td>
<td></td>
</tr>
<tr>
<td>Virtual Lab</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>595</td>
</tr>
<tr>
<td>government of</td>
<td></td>
</tr>
<tr>
<td>cash flow</td>
<td>23, 144</td>
</tr>
<tr>
<td>discounted</td>
<td>28, 123</td>
</tr>
<tr>
<td>patterns of</td>
<td>11, 14</td>
</tr>
<tr>
<td>sources of</td>
<td>24–5, 27</td>
</tr>
<tr>
<td>variation in</td>
<td>28–30</td>
</tr>
<tr>
<td>Catalina</td>
<td>404–5</td>
</tr>
<tr>
<td>China</td>
<td>413, 420–21, 529</td>
</tr>
<tr>
<td>Beijing</td>
<td>413</td>
</tr>
<tr>
<td>citizens</td>
<td>581</td>
</tr>
<tr>
<td>co-creation efforts</td>
<td>580, 582–3, 589–91, 593–4, 597</td>
</tr>
<tr>
<td>dialogue, access, risk benefits, and transparency (DART)</td>
<td>588–9</td>
</tr>
<tr>
<td>closed-loop marketing (CLM)</td>
<td>398–9, 404</td>
</tr>
<tr>
<td>adaptive personalization systems (APS)</td>
<td>403–11</td>
</tr>
<tr>
<td>mobile</td>
<td>402</td>
</tr>
<tr>
<td>personalization</td>
<td>401–3</td>
</tr>
<tr>
<td>recommendation systems</td>
<td>399–401</td>
</tr>
<tr>
<td>research and development in</td>
<td>398</td>
</tr>
<tr>
<td>co-creation initiatives</td>
<td>590, 592–3, 601–4</td>
</tr>
<tr>
<td>citizen efforts</td>
<td>580, 582, 589–91, 593–4, 597</td>
</tr>
<tr>
<td>concept of</td>
<td>583–4, 602</td>
</tr>
<tr>
<td>examples of organisations</td>
<td>594–7</td>
</tr>
<tr>
<td>management of</td>
<td>604–5</td>
</tr>
<tr>
<td>service</td>
<td>581, 598, 600, 602</td>
</tr>
<tr>
<td>failed relationships</td>
<td>29–30</td>
</tr>
<tr>
<td>growth strategies</td>
<td>370–71, 376</td>
</tr>
<tr>
<td>role of service encounters</td>
<td>229, 231</td>
</tr>
<tr>
<td>small</td>
<td>29</td>
</tr>
<tr>
<td>business-to-consumer (B2C) services</td>
<td>17–18, 22–3, 97, 231, 382, 478</td>
</tr>
<tr>
<td>direct marketing</td>
<td>27</td>
</tr>
<tr>
<td>examples of</td>
<td>13</td>
</tr>
<tr>
<td>call detail records (CDR)</td>
<td></td>
</tr>
<tr>
<td>use of in creation of networks</td>
<td>110</td>
</tr>
<tr>
<td>cash flow</td>
<td>110</td>
</tr>
<tr>
<td>discounted</td>
<td>28, 123</td>
</tr>
<tr>
<td>patterns of</td>
<td>11, 14</td>
</tr>
<tr>
<td>sources of</td>
<td>24–5, 27</td>
</tr>
<tr>
<td>variation in</td>
<td>28–30</td>
</tr>
<tr>
<td>Catalina</td>
<td>404–5</td>
</tr>
<tr>
<td>China</td>
<td>413, 420–21, 529</td>
</tr>
<tr>
<td>Beijing</td>
<td>413</td>
</tr>
<tr>
<td>citizens</td>
<td>581</td>
</tr>
<tr>
<td>co-creation efforts</td>
<td>580, 582–3, 589–91, 593–4, 597</td>
</tr>
<tr>
<td>dialogue, access, risk benefits, and transparency (DART)</td>
<td>588–9</td>
</tr>
<tr>
<td>closed-loop marketing (CLM)</td>
<td>398–9, 404</td>
</tr>
<tr>
<td>adaptive personalization systems (APS)</td>
<td>403–11</td>
</tr>
<tr>
<td>mobile</td>
<td>402</td>
</tr>
<tr>
<td>personalization</td>
<td>401–3</td>
</tr>
<tr>
<td>recommendation systems</td>
<td>399–401</td>
</tr>
<tr>
<td>research and development in</td>
<td>398</td>
</tr>
<tr>
<td>co-creation initiatives</td>
<td>590, 592–3, 601–4</td>
</tr>
<tr>
<td>citizen efforts</td>
<td>580, 582, 589–91, 593–4, 597</td>
</tr>
<tr>
<td>concept of</td>
<td>583–4, 602</td>
</tr>
<tr>
<td>examples of organisations</td>
<td>594–7</td>
</tr>
<tr>
<td>management of</td>
<td>604–5</td>
</tr>
<tr>
<td>service</td>
<td>581, 598, 600, 602</td>
</tr>
</tbody>
</table>
transactional processes 598, 604
use of technology in 593, 599–600
company growth
stalling of 167
competitive service providers (CSPs) 156
Consulting Canadians 595
Consumer Financial Protection Bureau 148–9
consumer literacy
concept of 569
consumer-to-consumer (C2C) 478
co-production 589–90
critical incident technique (CIT) 224
cross-buying behaviour 24, 27
customer-based valuation 123–5, 132
concept of 124, 133
impact of 134
numerical example of 124–7
customer brand value (CBV) 144, 149
customer cash flow
variables in 28
customer engagement (CE) 26, 99–100, 104, 106–8, 113–15, 143, 272
behavioural dimension of 103, 105, 143
concept of 102–3
management of 98
negative 106
psychological dimension of 103–4
role in CVM 99–100, 102, 109
word of mouth (WOM) 143
customer engagement value (CEV) 146
concept of 143–4
use of CKV in 148
customer equity 15, 132, 176
customer influence value (CIV) 144, 147–9
role of word of mouth (WOM) in 147–8
customer knowledge value (CKV) 144, 149
concept of 148
use in CEV 148
customer lifetime duration 16–17, 21, 24, 27–8
commitment 18–19
concept of 15
customer satisfaction 17–18
experience quality 16–17
loyalty programs 19–20
marketing channels 20–22
price 19
service brand equity 18
service design 16–17
customer lifetime value (CLV) 15–16, 21, 23–5, 27–9, 97, 102, 144, 149, 153–4
concept of 14
estimation of 24–5, 27, 124
increasing 144–5
positive 157
customer portfolio analysis 30
customer referral value (CRV) 144, 147–9
behavioural drivers of 145
concept of 145
models of 146
customer relationship management (CRM) 4, 97, 135, 140, 156, 158, 160
concept of 139–41
customer acquisition 149–52
customer churn 155–6, 214
customer retention 152–4, 157–8
databases of 141–3
long-term relationships 11, 26
process of 150
sources of value 13
technology 142–3
word of mouth (WOM) 139, 158
customer satisfaction 169–70, 177, 201
analysis of variance (ANOVA) model 175
chain-of-effects model 175
measures of 170–71, 175
post-purchase influence 172–3
pre-purchase influence 172
relationship with SOW 171
customer-to-customer (C2C) 108–9
customer value analysis (CVA) 176–7
customer value management (CVM) 98, 101, 112–13
implementation 101–2
origins of 97
referral value 112
role of CE in 99–100, 102, 109
data envelopment analysis (DEA) 194–5
Index 611

decision-making units (DMU) 194–5
Dell Inc. 136, 402, 420
IdeaStorm 419
use of social media/networks 415
digital piracy (DP) 440–42, 452–3, 459–61
behaviours 437–41, 444–5, 450, 453, 458–60
concept of 438–9
External Controls 443
intentions 437–8, 440, 443–5, 450, 453, 458–60
self-control 441–3, 450, 453, 458–9
discounted cash flow (DCF) models 7, 127
traditional 4, 131–4
use of 127

Electro-Motive Diesel (EMD) 370
Emirates 140
employee-revenues chain 246–7
enterprise resources planning (ERP) systems 142
European Union (EU) 506
Expert Patient Program 595, 605

Facebook 142, 397–8, 414, 420–21, 423, 430, 549
‘like’ system 401
profile pages 413
use by companies 98, 147, 149, 415
user base of 397, 416

Fadell, Tony
role in creation of iPod 482

Ford, Henry 489

Foursquare 549
frontline employees (FLE) 245–6, 256–62, 266–7
behaviour 245, 247–8, 251, 256, 264–5
investment 245, 265–6
management of 244–8, 264–5
self-efficacy 246, 248, 250–53, 256, 264
well-being 564–5
functional magnetic resonance imaging (FMRI) 37, 70, 72, 77
research efforts 86

Gates, Bill 489
globalization 513–14, 528
Google, Inc. 409, 445
Google+ 549
Google Maps 429
Google Scholar 445, 560
Groupon Now 145, 151, 403, 409
mobile personalization strategy of 405

Harlem Children’s Zone 597–9
Hewlett-Packard (HP) 140, 428
hierarchical linear modelling (HLM) path model 194
hospitality industry 527, 533–4, 545, 547, 549
brand extensions 540–42
brand partnerships 536–40
chain-owned, affiliated (COA) 543
chain-owned, unaffiliated (COU) 543–4
flash sale daily deal model 548
franchising 530–33, 545–7
global expansion 542–3
growth strategies 533–5
management company affiliated (MCA) 543–4
management company unaffiliated (MCU) 543–4
market orientation of 528–30
ownership 534–5, 543
personnel of 535–6
private sale 548
HSBC Holdings plc personnel of 273

IKEA
co-creation efforts 592
Indonesia 529
information and communication technology (ICT) 382–4, 387, 491, 581
machine-to-machine (M2M) services 382–6, 388–9
Instagram 549
institutionalization 566–7
intangibility, heterogeneity, inseparability, and perishability (IHIP) concept of 135
Interact-Service-Propose-Agree-Realize (ISPAR) model 503, 505–6
International Business Machines Corporation (IBM) 231
personnel of 6
Run-Transform-Innovate 512
Watson 508
International Society of Service Innovation Professionals (ISSIP) 497
Intuit
TurboTax Live Community 586, 590, 593
Ive, Jonathan
Head of Design for Apple, Inc. 482–3
Japan 529
Jobs, Steve 489
CEO of Apple, Inc. 482
Keyring 594–5, 597, 600
Kraft Foods
decay in customers’ average share of category spending 168
LINDE Material Handling Group
Fenwick 370–71
linguistics style match (LSM) 419
concept of 418
LinkedIn 397, 414
profile pages 413
loyalty 37–8, 44, 46, 57–8, 70–72, 79, 83–7, 91–3, 174–5, 185, 189, 431
abstract 39
action 42
addictive 47, 88–9
affective 42
attitudinal 38, 42, 56–60, 62
behavioural 38, 42, 53, 56–7, 59–60, 62, 65
brand 174
cognitive 42
collecting 89
conative 42
concept of 38
concrete 39
consumer 41–3, 52, 57
criminal 45–6
cults 90–91
decay of 86, 91
disloyalty 44–5, 71–2, 93
divided (multi-brand) 87–8, 174
familial 39–40, 73–4, 76–8, 82–3
fan clubs 85
friendship bonds 74–5
habitual 45–7
head 43
heart 43
hierarchies of 38–9
interpersonal 40–41, 90
marketplace 87
political 76
product 87
self-loyalty 72
situational/usage occasion based 38, 42
ultimate 47–8, 71, 92
word-of-mouth (WOM) 59, 61–2
market capitalization
concept of 123
market research 361
proactive 358, 360–61
reactive 358
market segmentation
mechanisms for 323–5
marketing 489–90, 493–4, 500, 517
augmentation layers 495
concept of 491–2
service-dominant logic 498–9
special interest groups (SIG) 497
Marketing Science Institute 103
Markov Chain Monte Carlo 406
McKinsey & Co. 586
reports of 271, 284
medicalization
concept of 562
Microsoft Corporation
Microsoft Excel 264
Microsoft Office 399
mobile information services 395–6
growth of 396–8
personalization of 397
music
cultural preferences for 78–9
loyalty in 78–9
Name Your Own Price (NYOP) model 318–19
Index 613

National Aeronautics and Space Administration (NASA) 73
National Football League (NFL) governance system of 506
Net Promoter Score 98
Netflix.com 399
Netherlands 413
Amsterdam 413
neurological development loyalty structure 93
processes of 76–8, 82–4, 88
NexTag 322
new product development
  customer co-creation in 105
new service development (NSD) 347, 349, 361, 363–7
  concept of 346–8
  customer co-creation 350–56, 366
  customer knowledge 361–3
  incremental 357
  TRIZ method 364–5
  value-creation systems 347–8, 353–4, 363
Nike, Inc. 482
  Nike ID 585
  products of 322
nongovernmental organizations (NGOs) 602, 606
nonlinear dynamical systems (NDS) 233
Nordstrom, Inc. 244
ordinary least squares (OLS) regression 209–10
Organisation for Economic Co-operation and Development (OECD) 135
Pandora 397, 399, 403, 406, 409
  Music Genome database 402
partial least squares (PLS) path modelling 253, 259, 356
past customer value (PCV) 153
PepsiCo 396
Pinterest 147, 549
Priceline.com 339
  NYOP model of 318–19
pricing of services
  advance 295, 297–305, 316
  arrival peak 313–14, 317
capacity-constrained 295–6, 305–9
  compensation 307–8
  consumption peak 311–12, 316–17
  cost peak 312, 316–17
  cross-selling peak 314, 317
  seasonal 296, 309–16
  probabilistic goods 319–20, 324, 329–31, 338–9, 341–2
  concept of 318
  design of 334–6
  use of 320–22
  as virtual product 333–4
  probabilistic selling 319–20, 324, 331–2, 342–4
  communication with consumers 341–2
  concept of 318–19, 323
  increased capacity utilization 333
  increased market coverage 325, 327–30, 333
  opportunistic buyer behaviour 340–41
  seller credibility 337–9
  technologies used in 322–4
  use of 320–21
Proctor & Gamble (P&G)
  Vocalpoint community 586
prospect theory
  concept of 173–4
Really Simple Syndication (RSS) news-feeds 408
recency-frequency-monetary (RFM) 153
regulatory mode theory
  concept of 280
relationship marketing 52, 56–7, 100
  commitment, trust and satisfaction 53, 56–60
  models of 58–60, 62
return on investment (ROI) 147, 261–3
return on quality (ROQ) framework 189, 207
  concept of 185
Royal Dutch Airlines (KLM)
  Club China 413, 415, 420–21, 428
Royce, Josiah
  Philosophy of Loyalty 48
online conversations 417, 420–21, 429–31
social networking/networks 110, 142, 236, 404, 409, 413–15
affect on defection rates 22–3
communities 425–9, 431
knowledge distribution within 408
online conversations 416–17, 420, 429–31
social media 145, 147, 149, 397–8
use of GPS in 410
Southwest Airlines 229
sport
fan identification development in 80–81, 83
loyalty in 79–82
Spotify 398
Starbucks Corporation 244, 271, 420
growth of 272
personnel of 272
structural equation modelling (SEM)
path model 194, 210–11, 461, 493
telia
customers of 350–51
NSD projects at 351–2
Thailand 271
Theory of Planned Behaviour 441
TiVo 399–400, 403
Suggestions service 399
tobit model
use in marketing channel analysis 20–21
Toyota Motor Corporation 287
TransFair USA 566
transformative consumer research
(TCR) 559, 573–4
focus on vulnerable consumers 565–8
transformative service research (TSR)
557–8, 560–62, 570, 572–4
concept of 558–60
service design 570–71
Tucker–Lewis Index (TLI) 62
Tumblr 549
twitter 98, 142, 147, 397, 414, 420–21, 549
cyber harassment on 424
use by companies 149, 415, 422
United Airlines
Dave Carroll incident (2008) 422
United Kingdom (UK) 529
United Nations (UN) 529
United States of America (USA) 46, 75, 83, 90, 149, 234, 272, 296, 395, 481, 527, 529, 541, 562
Americans with Disabilities Act (1990) 565
Department of Motor Vehicles (DMV) 583–4
Food Stamp Program 567
GDP per capita 135
healthcare marketing system of 568–9
Library of Congress 594, 599
Medicaid 567
United States Patent and Trademark Office (USPTO) 596–7
United States Small Business Administration 596
value creation 467–70, 475, 477, 479–80, 501–2, 507, 583–4
actor-to-actor (A2A) framework 468–9, 471–2, 478, 485
goods-dominant (G-D) logic 468, 470, 474
service-dominant (S-D) logic 467–71, 473–6, 479, 485, 490–91, 498–9, 502
value co-creation 470–73, 478–80, 493, 496, 503, 505, 561, 563–4, 580–83, 585–6, 588
value proposition 508
Vietnam 271
weighted average cost of capital (WACC) 144
Whirlpool
product development process of 359–61
Wikipedia 429
World Bank 571
Yelp, Inc. 428
Youth Court of Washington 594, 598, 603
YouTube 98, 420, 422, 430