
Tables

1.1	Customer metric definitions and empirical contexts	12
1.2	Linking customer metrics to performance	32
2.1	Methodological building blocks	50
2.2	Dynamic system model studies connecting marketing actions to firm value	51
3.1	Predictive performance of forecast models with and without brand perceptions data in-sample	80
3.2	Estimating the Hewlett-Packard enterprise value-to-sales ratio for 2005	82
4.1	Parallel between investment classes and customer segments	93
4.2	Financial versus customer portfolios: profiling some key differences	95
4.3	Steps in developing a customer portfolio compared with steps in developing an investment portfolio	103
5.1	Reported advertising and R&D expenses from Compustat	110
6.1	Selected list of papers that have examined the shareholder value created by innovation	144
7.1	Relevant financial metrics for assessing brand equity	158
7.2	Summary of key findings on the impact of brand equity metrics on firm value	167
7.3	Summary of key findings on the impact of corporate brand strategy on firm value	175
7.4	Summary of key findings on the impact of branding strategy on firm value	182
7.5	Summary of key findings on the impact of the drivers of strong brands on firm value	191
9.1	Differences in average perceptions on MD influence and MD capabilities between marketing, finance, and CEOs	231
9.2	Different thought worlds of marketing vs finance	235
11.1	Demonstrations of REAM in prior literature	277
12.1	Studies on the effects of product recalls on firm value	300