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

viii