
Figures

1.1	Linking customer metrics to financial outcomes	11
1.2	Acquisition and retention strategies	22
2.1	Classification of mispricing and matched time-series models	44
2.2	Forecast error variance decomposition of firm value	57
3.1	Histograms of enterprise value-to-sales ratio	71
4.1	Toward an efficient customer portfolio	99
4.2	Customer variability indicators	102
5.1	Antecedents and consequences of marketing information disclosures	115
7.1	Conceptual framework: how branding affects firm value	156
9.1	Conceptual perspectives on marketing–finance interface	226
9.2	Clusters of firms based on influence of departments on marketing decisions	228
10.1	Corporate financial policy and marketing strategy: a framework	246
12.1	Trends of US product recalls by CPSC	295
12.2	A conceptual framework of product-harm crisis, product recalls, and firm value	299