



## Customer Value-Based Model

By Hartwin Maas

GRIN Verlag. Paperback. Book Condition: New. Paperback. 44 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Masters Thesis from the year 2005 in the subject Economics - Finance, grade: 95 von 100 , HAN University of Applied Sciences (Arnhem Business School), course: VWL - Finanzwissenschaft, Marketing, language: English, comment: Die Note 95 wurde erstmalig von der Hochschule für eine Masterarbeit vergeben. You are damn smart lautete das Abschlusskommentar der Kommission. Die beiden Autoren aus sterreich und Deutschland erhielten ein Stipendium für den Master of International Business. , abstract: The master thesis presents the derivation of the Customer Value-Based Model (CVM) which stands for a new approach for a solid corporate valuation. The CVM is a comprehensive tool for supporting strategic decision making processes and corporate valuation. It synthesizes a holistic view which takes strategic and operational management levels into consideration and establishes a financing-marketing interface. It connects the value of the customer base as a main focus of marketing activities with the corporate value as measurement of the financial success of the company. A further advantage is that the success of marketing activities can also be viewed from the shareholder value perspective. Hence, the model helps to estimate the commitment of marketing...



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