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(Berman & Evans, 2001; Ingene, 1984). Retail agglomerations are divided into two types: the form “created” includes shopping malls, galleries, strip centers or factory outlets, and the form “evolved” encompasses town centers, shopping strips, retail parks (Berman and Evans, 2009). In this research, we investigate the form created,

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Unsurprisingly, therefore, CLV is a now fundamental concept in many customer relationship management approaches, such as one-to-one, loyalty, and database marketing (Blattberg et al. 2009; Borle et ...

(PDF) Customer Lifetime Value in Organizations

Berman, B., & Evans, J.R. (2006). Retail Management : A Strategic Approach (Tenth ed.). Pearson Prentice Hall.

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Despite the wave of store-based retail bankruptcies last year, 2018 was “one of the best years for the retail industry in a decade,” according to the National Retail Federation. The booming economy and the lowest unemployment rate in a decade contributed to the highest holiday retail spending in the last six years.

Retailing: From A to Z | Live Life Every Day!!

3. Berman, B. (2011). Competing in Tough Times: Business Lessons from L.L.Bean, Trader Joe's, Costco and Other World-Class Retailers, N.Y., Financial Times Press. Abstracts of this book have appeared as: Learn from the Best, Progressive Grocer's Store Brands, (January 2011), p. 10; Retailers' Value Equation=Customer-Benefit Costing, Progressive Grocer (January 2011), pp. 103-104; and ...

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Sloan Management Review Executive Adviser (August 23, 2010), R8. Berman, Barry (2011), Competing in Tough Times: Business Lessons from L.L.Bean, Trader Joe's, Costco and Other World-Class Retailers, Financial Times Press: New York. Berman, Barry & Joel Evans (2013), Retail Management: A Strategic Approach, 12th Ed.,

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Retailers have used loyalty or membership rewards programs as a customer retention tool. Research by Accenture Labs shows that “42 percent of customers are enrolled in retail loyalty programs, and these customers generate 12 percent to 18 percent more in ...

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Berman & Evans(2009) Developed a new classification using the classification of Berman and Evans

and adding the human factor to it. They categorized 58 environmental factors in 5 categories like the following: 1. External variables including the outsider tableau, entrance, showcase and architecture of the store, and environmental atmosphere. 2.

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