

## Get Book

# LOYALTY SCHEMES IN RETAILING A COMPARISON OF STAND-ALONE AND MULTI-PARTNER PROGRAMS



Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien, 2013. 291 pp., 79 b/w fig., 20 tables, 2013. Book Condition: New. To expand existing literature on loyalty schemes, the impact of stand-alone vs. multi-partner programs on customer loyalty was evaluated. In addition, the effects of store satisfaction, membership in competing programs, as well as various shopper characteristics were tested. Therefore, interviews were conducted with loyalty executives and a survey was carried out with 1,150 German customers of two fuel...

## Download PDF Loyalty Schemes in Retailing A Comparison of Stand-alone and Multi-partner Programs

- Authored by Hoffmann, Nicolas
- Released at 2013



Filesize: 8.36 MB

## Reviews

*If you need to adding benefit, a must buy book. It really is rally interesting through reading through period. Your way of life period will probably be convert as soon as you total looking over this book.*

-- **Ms. Kirstin O'Kon**

*A very wonderful book with lucid and perfect answers. It is probably the most incredible book i have study. Its been designed in an exceptionally simple way and is particularly just after i finished reading through this publication by which in fact transformed me, alter the way in my opinion.*

-- **Macey Schneider**

## Related Books

- **Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable**
- **Guide to Help Moms Care for Their Baby...**
- **A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)**
- **Pickles To Pittsburgh: Cloudy with a Chance of Meatballs 2**
- **Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success**
- **Klara the Cow Who Knows How to Bow (Fun Rhyming Picture Book/Bedtime Story with Farm Animals about**
- **Friendships, Being Special and Loved. Ages 2-8) (Friendship Series Book 1)**