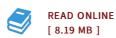




Customer satisfaction and investment: Can different operationalizations provide reliable results?

By Thomas Bister-Füsser

GRIN Verlag Apr 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Essay from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: -, -, language: English, abstract: The question, whether customer satisfaction is a reliable indicator for successful financial investment is a rather new field of study. Mainly promoted by Fornell and his associates, the question at first sight, seems to be an empirical question, i.e. a question whether customer satisfaction has anything to add to prediction accuracy of financial performance models. However, this macro-economic view on customer satisfaction is just one of two possible views, the other being the question whether individual investor's satisfaction provides any kind of clue as to future investment decisions taken by the respective investor. Already, the smooth surface of customer satisfaction models advocated in order to show correlations between investment and satisfaction begins to get wrinkled. Further worry lines emerge, once questions like 'is customer satisfaction measured in a consistent fashion' or 'is customer satisfaction unanimously defined' are asked. This brief research paper will ask exactly these questions and it will do so for...



Reviews

The ebook is straightforward in study better to comprehend. It really is simplistic but excitement within the 50 % of the book. I am happy to let you know that here is the very best pdf i have got read during my very own existence and might be he greatest ebook for possibly.

-- Dr. Brannon Wolf

Unquestionably, this is actually the very best job by any article writer. I have read and that i am certain that i am going to planning to go through once again once more in the foreseeable future. I realized this publication from my i and dad advised this pdf to find out.

-- Rusty Hamill Sr.

Other Books



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on



Slave Girl - Return to Hell, Ordinary British Girls are Being Sold into Sex Slavery; I Escaped, But Now I'm Going Back to Help Free Them. This is My True Story.

John Blake Publishing Ltd, 2013. Paperback. Book Condition: New. Brand new book. DAILY dispatch from our warehouse in Sussex, all international orders sent Airmail. We're happy to offer significant POSTAGE DISCOUNTS for MULTIPLE ITEM orders.



What is in My Net? (Pink B) NF

Pearson Education Limited. Book Condition: New. This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world to teach today's children to read. In this book, Zac and Daisy are fishing....



My Brother is Autistic

Barron's Educational Series Inc., U.S. Paperback. Book Condition: new. BRAND NEW, My Brother is Autistic, Jennifer Moore-Mallinos, Medical experts are just beginning to understand varying degrees of autism and its impact on both the autistic child and his family. This book describes an...



Readers Clubhouse Set a Nick is Sick

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Carol Koeller (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume three, Reading Level 1, in a comprehensive program (Reading Levels 1 and 2) for beginning...



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...