

# **Managing Customers As Investments: The Strategic Value Of Customers In The Long Run By Sunil Gupta**

**By Sunil Gupta**

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Sunil Gupta is the author of *Managing Customers as Investments* (3.43 avg rating, 14 ratings, 0 reviews, published 2005), *Managing Customers as Investment*

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In their book titled, Managing Customers as Investments: The Strategic Value of Customers in the Long Run (Wharton School Publishing), authors Sunil Gupta and Donald

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Citation: Gupta, Sunil, and Donald R. Lehmann. Managing Customers as Investments: The Strategic Value of Customers in the Long Run. Wharton School Publishing, 2005.

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