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By Sunil Gupta

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Managing Customers as Investments | Michael -

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<http://michaelmcdermont.com/2006/09/14/managing-customers-as-investments/>

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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.

<http://www.hbs.edu/faculty/Pages/profile.aspx?facId=261323&facInfo=pub>

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