
Contents

Preface	vii
Acknowledgments	xiii
Chapter 1: Introduction	1
Chapter 2: Identify What You Want to Achieve: The Menu on a Strategic Level	19
Chapter 3: Lead Information for Identifying Valuable Customers: The Recipe	41
Chapter 4: Lead Information: What You Need to Know before Launching New Acquisition Activities	67
Chapter 5: Lead Information: What You Need to Know before Launching New Sales Activities	107
Chapter 6: Lead Information for Customer Retention	143
Chapter 7: Working with Lag Information	179
Chapter 8: Working with Learning Information: The Recipe	199
Chapter 9: Case Study of a Retention Strategy	215
About the Author	235
Index	236