Handbook of Research on Customer Loyalty

Research Handbooks in Business and Management series

Edited by Debbie I. Keeling, Deputy Pro-Vice Chancellor (Knowledge Exchange), Director, Sussex ESRC Impact Acceleration Account, Professor, Marketing, University of Sussex, UK and Regional Editor, European Journal of Marketing, Ko de Ruyter, Vice Dean (Research), Head of the Marketing Subject Group, Professor, Marketing, King’s Business School, King’s College London, UK and Adjunct Professor, Marketing, UNSW Business School, Australia and David Cox, CEO, Motivforce Marketing and Incentives, The Long Barn, Dawn Farm, UK

Identifying customer loyalty as a crucial success factor in contemporary marketing thinking and practice, this innovative Handbook incorporates a rich collection of perspectives on the current topics and research-driven practices in the field. Leading scholars offer an insightful reimagining of the research methods, metrics, and designs for the future of measuring and predicting customer loyalty.

‘The Handbook of Research on Customer Loyalty is a must have for loyalty practitioners. This treasure chest of insights from some of the world’s leading authorities in loyalty marketing combines cutting edge theoretical concepts with practical illustrations and operational know-how.’
– Ryan Faithfull, Global Offering Manager – Know Your IBM (KYI)

‘Finally a book that effectively blends academic concepts and theories, with future predictions, real life insights and case studies in loyalty marketing. I really loved the pragmatic and common sense approach which is exactly what businesses are looking for now when trying to build customer loyalty. The Handbook of Research on Customer Loyalty is a must have for any person who is operating a loyalty program or interested in the concept of customer loyalty. This is a really valuable tool carefully curating insights on relevant topics within loyalty marketing research from some of the world’s leading experts. A must have!’
– Tony Wood, Senior Partner, Mercer & Managing Director Continental Europe, Mercer Marsh Benefits, UK

‘Debbie Keeling, Ko de Ruyter, and David Cox—in collaboration with 45 colleagues from around the world—bring an overview of the state of research-driven customer-loyalty practice, offer insights in research methods, metrics, and designs for measuring customer loyalty, put forward observations on programmatic approach to customer loyalty, and, finally, attempt to reimagine customer loyalty research. I especially appreciated the six chapters at the end of the Handbook, as they offer interesting avenues for future research on customer loyalty. I am confident in predicting the Handbook will be a valuable resource for scholars and practitioners alike. Kudos all around to the team behind the Handbook.’
– Adam Lindgreen, Copenhagen Business School, Denmark and University of Pretoria, South Africa