

# **Customer Share Marketing: How The World's Great Marketers Unlock Profits From Customer Loyalty [Hardcover] By Tom Osenton**

**By Tom Osenton**

Mar 15, 2011 Comparison of Market-Share and Share-of-Customer Business Strategies

<http://www.slideshare.net/amanuel888/mkt-sharevs-shareofcustomer>

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<http://www.amazon.co.uk/Tom-Osenton/e/B001HCXF2U>

Share-of-wallet (SOW) is a survey method used in performance management that helps managers understand the amount of business a company gets from specific customers.

[http://en.wikipedia.org/wiki/Share\\_of\\_Wallet](http://en.wikipedia.org/wiki/Share_of_Wallet)

Market share is the percentage of a market (defined in terms of either units or revenue) accounted for by a specific entity." In a survey of nearly 200 senior

[http://en.wikipedia.org/wiki/Market\\_share](http://en.wikipedia.org/wiki/Market_share)

Check out pictures, bibliography, biography and community discussions about Tom Osenton based Customer Share World's Great Marketers Unlock Profits

<http://www.amazon.com/Tom-Osenton/e/B001HCXF2U>

relationship\_marketing.doc is worth reading. Mt Eliza 658.812 JACK [2002] Citizen marketers : MBS 658.812 JENK Customer clubs and loyalty programmes :

<http://www.readbag.com/mclennan-mbs-classroom-bibliographies-relationship-marketing>

Customer Share Marketing: How the World's Great Marketers Unlock Profits from Customer Loyalty

<http://www.bookware.com.au/cgi-bin/bookware/0130671673>

"Share of customers" refers to the market share your product has captured. Example: let's say that Apple has 80% of the market share -- or "customer share" -- of

[http://www.answers.com/Q/Why\\_is\\_share\\_of\\_customers\\_important\\_to\\_marketers](http://www.answers.com/Q/Why_is_share_of_customers_important_to_marketers)

How the World's Great Marketers Unlock Profits from Customer Author Tom Osenton  
Customer Share Marketing: How the World's Great

<http://www.docstoc.com/docs/35168700/Customer-Share-Marketing>

Tom Osenton Customer Share Marketing: How the World's Great Marketers Unlock Profits from Customer Loyalty

<https://www.scribd.com/doc/50536579/Supply-Chain-Redesign-Transforming-Supply-Chains-into-Integrated-Value-Systems>

Market share, or a focus on new customers comes with an assumption that you are in the business of buying products or services and selling them to customers.

<http://www.actioncoach.com/Wallet-Share-Vs-Market-Share?pressid=177>

Share. Customers are the source of real growth. He leads the NPS Loyalty Forum and is the head of Bain's Global Customer Strategy and Marketing practice.

<http://www.bain.com/consulting-services/customer-strategy-and-marketing/>

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Increasing your share of customer. Share this item with your where the key is to treat different customers differently. One-to-one marketing is based on

<http://searchcrm.techtarget.com/news/535963/Increasing-your-share-of-customer>

a comprehensive guide to integrating customer loyalty and Customer share marketing : how the world's great marketers unlock profits from customer

<http://www.readbag.com/mclennan-mbs-classroom-bibliographies-services-marketing>

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<http://www.worldcat.org/title/customer-share-marketing-how-the-worlds-great-marketers-unlock-profits-from-customer-loyalty/oclc/49676512>

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<http://flylib.com/books/en/2.488.1.4/1/>

Table of Contents. Market Share Data Overall Market Segment Performance Analysis Top Vendors Analyzed Salesforce.com, Worldwide Leader for CRM Revenue, Moves Up to No

<https://www.gartner.com/doc/2711518/market-share-analysis-customer-relationship>

Customer Share Marketing: How the World's Great Marketers Unlock Profits from Customer Loyalty teaches customer share marketing, which leverages customer loyalty

<https://www.tradebit.com/filedetail.php/2087276-customer-share-marketing-how-the-world-s>

Market Share. Sales figures do not necessarily indicate how a firm is performing relative to its competitors. Rather, changes in sales simply may reflect changes in

<http://www.quickmba.com/marketing/market-share/>

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<http://www.amazon.fr/Customer-Share-Marketing-Marketers-Profits/dp/013148026X>

Tom Osenton is the author of The Death of Demand (4.00 avg rating, 2 ratings, 1 review, published 2004), Death of Demand, The (4.00 avg rating,

[http://www.goodreads.com/author/show/844829.Tom\\_Osenton](http://www.goodreads.com/author/show/844829.Tom_Osenton)

DEFINITION of 'Share Of Wallet - SOW' A marketing term referring to the amount of the customer's total spending that a business captures in the products and services

<http://www.investopedia.com/terms/s/share-of-wallet.asp>

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<http://www.abebooks.com/book-search/isbn/0130671673/>

Share of customer is the percentage of customers that buy a company's product of all customers purchasing in that product category

[http://www.answers.com/Q/What\\_is\\_share\\_of\\_customer](http://www.answers.com/Q/What_is_share_of_customer)

Customer Share and Market Share. Tweet 10 April 2003 G00185544 Analyst(s): Bruce Richardson Already have a Gartner account? Sign in to view this research document.

<https://www.gartner.com/doc/1343320/customer-share-market-share>

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