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# CUSTOMER SATISFACTION AND INVESTMENT: CAN DIFFERENT OPERATIONALIZATIONS PROVIDE RELIABLE RESULTS?



GRIN Verlag Apr 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Essay from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: -, -, language: English, abstract: The question, whether customer satisfaction is a reliable indicator for successful financial investment is a rather new field of study. Mainly promoted by Fornell and his associates, the question at first sight, seems to be...

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- Released at 2011



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