**5.13 Reading**

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5.13 Reading: churn

Read the following articles about churn. Here are some links to Professor Ascarza's research, feel free to pick and choose:

* + <https://www8.gsb.columbia.edu/researcharchive/articles/4587>
  + <http://www8.gsb.columbia.edu/ideas-at-work/publication/1739/some-customers-are-best-left-alone>
  + <http://www.prnewswire.com/news-releases/when-it-comes-to-retaining-your-customers-sometimes-its-best-to-leave-them-alone-300073283.html>