- Interpersonal Influence Perspective", *Journal of Marketing*, July 1990, pp. 68–81.
- 30 Donald V. Fites, "Make Your Dealers Your Partners", Harvard Business Review, March-April 1996, pp. 84–95
- 31 Ibid., pp. 86–87.
- 32 Ver Joseph Pine, Mass Customization: The New Frontier in Business Competition (Boston: Harvard Business School Press, 1993); and Michael Treacy and Fred Wiersema, "Customer Intimacy and Other Value Disciplines", Harvard Business Review, January–February 1993, pp. 84–93.
- 33 Christopher W. Hart, "Made to Order", Marketing Management 5, No. 2 (Summer 1996): 11–23.
- 34 Don Peppers and Martha Rogers, *Enterprise One to One* (New York: Doubleday, 1997), pp. 159–67.
- 35 Arthur Andersen, Best Practices Building Your Business with Customer-Focused Solutions (New York: Simon & Schuster, 1998), pp. 125–27.
- 36 Laurie M. Grossman, "Federal Express, UPS Face Off on Computers", *The Wall Street Journal*, September 17, 1993, p. B1.
- 37 Richard R. Shapiro, "Retaining Profitable Customers: A Target Approach", apresentado no QUIS 3, University of Karlstad, Karlstad, Sweden, June 1992.

- 38 Rick Brooks, "Alienating Customers Isn't Always a Bad Idea, Many Firms Discover", The Wall Street Journal, January 7, 1999, p. A1; Peter Carroll and Sanford Rose, "Revisiting Customer Retention", Journal of Retail Banking 15, no. 1 (1993): 5–13.
- 39 Jonathan Dahl, "Rental Counters Reject Drivers without Good Records", *The Wall Street Journal*, October 23, 1992, p. B1.

40 Michael Schrage, "Fire Your Customers", *The Wall Street Journal*, March 16, 1992, p. A8.

- **41** Kathleen D. Sanford, "The Customer Isn't Always Right", *Supervisory Management*, October 1989, pp. 29–33.
- **42** Mary Jo Bitner, Bernard H. Booms, and Lois Mohr, "Critical Service Encounters: The Employee's Viewpoint", *Journal of Marketing* 58 (October 1994): 95–106
- 43 Laura Bird, "The Clients That Exasperate Madison Avenue", *The Wall Street Journal*, November 2, 1993, p. B1.
- 44 Ibid.