



Customer Loyalty in Third Party Logistics Relationships: Findings from Studies in Germany and the USA (Contributions to Management Science)

David L. Cahill

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To manage an effective customer loyalty program, third party logistics service providers (3PLs) must understand the determining factors, as well as cultural background on loyalty. This book develops a model of customer loyalty, which is then validated using empirical data from nearly 800 logistics managers in Germany and the USA. The author reviews the effects of different relational factors on the model, and explores relevant German-US cultural differences.

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