How many companies or brands do you feel you have a relationship with? Describe them.

Think of a company or brand that you buy from over and over. What might your customer lifetime value be, assuming they continue to delight you?

From your own observations, do you think that more companies today are incorporating principles of ethics and social responsibility into their business strategies? Provide evidence for your response.

Consider the customer relationship groups in Figure 1.5. Place yourself in each classification by drawing on your own relationships with different companies.