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Handbook of research on customer engagement

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begins with an introduction followed by a more technical discussion of its specific scenario, such as the card-not-present environment, or EMV contactless transactions, with references to relevant governing standards. Parts 4 and 5 cover more specialized topics, including arbitration processes, data security, and cryptography basics. The tables and index will be helpful to the intended audience. **Summing Up:** ★★ Recommended. Professionals. Students enrolled in two-year technical programs.—*F. A. Marino, independent scholar*

58-0171 HF5415 MARC
Handbook of research on customer engagement, ed. by Linda D. Hollebeek and David E. Sprott. E. Elgar, 2019. 506p bibl index ISBN 9781788114882 cloth, \$240.00; ISBN 9781788114899 ebook, \$216.00

This handbook comprises studies by 69 contributors, most of them professors with PhDs. The book is organized into four parts, each comprising about a quarter of the 22 essays, each with its own references. Each part opens with an introduction, a summary of each essay, future research areas, notes, and references. Part 1, “Customer Engagement and Marketing Practice,” introduces customer engagement (CE) use in marketing practices. Each of the five chapters covers a specific area of implementation at the firm level with practical examples. Part 2, “Customer Engagement Conceptualization and Conceptual Relationships,” consists of six essays covering the origin of CE research and managerial use of CE data. It discusses the evolution of CE in academic research, pointing out main interests and emerging topics. Part 3, “Customer Engagement and Organizational Performance,” looks at CE from a financial perspective, touching on brand engagement, organizational performance, and consumer value. Part 4, “Customer Engagement and Networked Environments,” includes five chapters about the importance of working and communicating with customers to create and co-create value within networks. Charts and graphs add to the book’s value. **Summing Up:** ★★ Recommended. Upper-division undergraduates through faculty.—*L. Camacho, Brigham Young University*

CC 58-0172 TH438 CIP
 Holm, Len. **Construction superintendents: essential skills for the next generation**, by Len Holm and John Schaufelberger. Routledge, 2020. 264p bibl index ISBN 9780367002459 cloth, \$162.00; ISBN 9780367002466 pbk, \$74.95; ISBN 9780429400575 ebook, contact publisher for price

In this excellent volume, Holm and Schaufelberger (both, Univ. of Washington) cover the broad spectrum of management and organizational skills, both technical and personal, required to provide leadership in the modern construction industries. Twenty brief, well-designed chapters are filled with contemporary examples and short case studies, offering a practical approach to the knowledge and skill sets that are the prerequisites to success in today’s increasingly more complex construction projects. Facing the challenges presented in the 21st century, this book goes beyond the usual emphasis on project management to explore the impact of technology and the increased responsibility for organizational leadership and capital management, all requirements not only for today’s construction industries but especially for tomorrow’s. Employed as a textbook, this volume will fulfill the need for a collegiate-level academic approach to the subject. Additionally, and equally importantly, it provides an intimate and unique insight into the new century’s adaptation of the theory and practice of modern management to address the ongoing professionalization and emerging specialized needs of the construction industry and its future leaders, making it a likely acquisition for libraries with career collections. **Summing Up:** ★★ Recommended. Lower-division undergraduates. Students enrolled in two-year technical programs. Professionals.—*S. R. Kahn, emeritus, University of Cincinnati*

58-0173 HD60 MARC
Selflessness in business, ed. by Dominika Ochnik. Vernon Press, 2020. 194p bibl index ISBN 9781622736393 cloth, \$44.00; ISBN 9781622738465 pbk, \$34.00; ISBN 9781622737567 ebook, \$73.00

Comprising 11 essays by scholars from Europe and the Americas, *Selflessness in Business* is evidently intended to be an interdisciplinary and comprehensive guide to selflessness in business in the 21st century, including chapters that have psychological, economic, and philosophical perspectives. It purportedly addresses the competing tendencies toward selfishness (involving egotism and competitiveness) and selflessness (involving pro-social and collaborative notions) in organizations. One essay examines the supposed balance between a firm’s focus on making a profit and its employees’ natural interest in their personal lives. Another discusses the motives of social entrepreneurs, while yet another discusses organizational altruism in relation to personal selflessness. One contributing author discusses “quantum leadership” using concepts drawn from physics to illustrate how selflessness may be actualized. The conclusion reached by another author is that capitalism is not a suitable habitat for women. In sum, this reader finds that the selection of various chapters is overly eclectic, and that the whole text lacks a cohesive approach to the volume’s presumed topic. The book is further marred by inadequate copyediting. **Summing Up:** ★ Optional. Upper-division undergraduates.—*C. Wankel, St. John’s University, New York*

58-0174 HD60 MARC
Socially responsible international business: critical issues and the way forward, ed. by Leonidas C. Leonidou et al. E. Elgar, 2019. 538p bibl indexes ISBN 9781788114110 cloth, \$210.00; ISBN 9781788114127 ebook, \$189.00

The interactions between multinational corporations and stakeholders in home and host countries have interested scholars for at least a half century. In 1980, Thomas Gladwin framed this state of play in *Multinationals under Fire*. The story is straightforward. Market forces governing corporate control and shareholder value are supposed to ensure that agency conflicts are kept in check; in well-functioning, continuous-time markets, waste, inefficiency, and bad management are reflected through share price formation. This means consistent pursuit of revenues and attention to costs and efficiencies, balanced by a sharp eye on the risks to which a firm is exposed—risk driven in good part by the firm’s strategy and its execution. Some costs and risks are economic and financial; some are more subtle, harder to measure, and more difficult to build into management and investor decisions. The firm interacts with a web of social constraints designed to align its activities with national and stakeholder interests. This interaction evolves over time, differs geographically, and defines the center of attention in the corporations-environment interface. This book covers the many dimensions of this issue. The 19 essays (with 38 authors) are of diverse quality. Some are excellent, so one hopes search engines can ferret them out despite their being wrapped in a collection. **Summing Up:** ★★ Recommended. Upper-division undergraduates; graduate students.—*I. Walter, emeritus, New York University*

58-0175 HD45 CIP
 Thomke, Stefan H. **Experimentation works: the surprising power of business experiments**. Harvard Business Review Press, 2020. 269p bibl index ISBN 9781633697102 cloth, \$32.00; ISBN 9781633697119 ebook, \$32.00

Offering insight into the importance of controlled experimentation for organizations serving business and consumer markets, Thomke (business administration, Harvard Business School) provides a sound discussion of the importance of ingraining an innovation culture that