

Dr Jörg Finsterwalder

Publications and Presentations
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Department of Management
University of Canterbury
Te Whare Wānanga o Waitaha
Private Bag 4800
Christchurch 8020
New Zealand

Phone: +64 3 364 2987 ext 8614
Fax: +64 3 364 2020
E-mail: joerg.fensterwalder@canterbury.ac.nz
Web: www.mang.canterbury.ac.nz

PUBLICATIONS

WORK IN PROGRESS

Finsterwalder, Jörg, Köhler, Sven and Reinecke, Sven (2008): Customer Relationship Management for Service Providers: Challenges – Foundations – Approaches, in: Fueglistaller, U. (ed.): Textbook Service Competence (in press) (in German).

BOOKS

Finsterwalder, Jörg and Schotte, Thilo (2005): CRM at AUDI AG. The Project 'Active Customer Management', in: Wilde, Klaus, Hippner, Hajo, and Englbrecht, Andreas (eds.): CRM 2005 – Customer Relationship Management: How to Retain your Customers, Absatzwirtschaft: Düsseldorf, 55-60 (in German).

Finsterwalder, Jörg, Lutz, Andre and Packerinius, Daniel (2004): Campaign Management at AUDI AG – A CRM Pilot Project for the AUDI A8 Launch in Italy, in: Hippner, Hajo and Wilde, Klaus (eds.): Managing CRM Projects. Guidelines and Concepts for Various Industries, Wiesbaden: Gabler, 371-385 (in German).

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Finsterwalder, Jörg, Reinecke, Sven, Stadelmann, Martin and Wolter, Sven (2001): CRM in Swiss Services Industry, in: Marketing Communication Handbook, Vol. 12, St. Gallen: Künzler-Bachmann, 116-119 (in German).

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JOURNALS

Finsterwalder, Jörg, Irion, Tobias and Holm, Sebastian (2005): The Student Alumni Mentorship Program 'SAMP' – Mentoring at the Ingolstadt School of Management in: Wirtschaftswissenschaftliches Studium (WiSt), Vol. 34, No. 9, 533-537 (in German).

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Belz, Christian and Finsterwalder, Jörg (2000): The Partnership Program: An Innovative Approach to Teaching Marketing at the University of St. Gallen, in: Wirtschaftswissenschaftliches Studium, Vol. 29, No. 6, 351-356 (in German).

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Finsterwalder, Jörg (2007): The Relevance of a Taxonomy for Customer Relationship Ownership in Business-to-Consumer Markets, Proceedings of the Australian and New Zealand Marketing Association Conference (ANZMAC) 2007, Dunedin, New Zealand, 03.-05.12.2007, ISBN 978-1-877156-29-9 (CD-Rom).

Rahoi-Gilchrest, Rita and Finsterwalder, Jörg (2006): Coordinating Relationships, Building Community: Developing Cooperative Relationship Marketing Strategies for Arts Organisations, Proceedings of the 11th World Congress on Total Quality Management, Wellington, New Zealand, 03.-06.12.2006 (CD-Rom).

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Finsterwalder, Jörg and Rusch, Thiemo (2005): Improving Customer Relationship Marketing at Audi of America, Automotive CRM 2005 Conference, Costa Mesa, Los Angeles, USA, 17.08.2005.

OTHER PUBLICATIONS, PRESENTATIONS AND GUEST LECTURES

Finsterwalder, Jörg (2008): Service Quality, Invited Lecture at the University of Applied Sciences St. Gallen, Switzerland, 22.02.-23.02.2008 (Rating: 4.44 (1 (worst) – 5 (best)) (in German).

Finsterwalder, Jörg (2008): Customer Relationship Management, Invited Lecture at the University of Applied Sciences St. Gallen, Switzerland, 22.02.2008 (Rating: 4.44 (1 (worst) – 5 (best)) (in German).

Finsterwalder, Jörg (2007): The '3E' Approach – Managing Customer Expectations, Experience, and Evaluation in Business-to-Consumer Relationships, Working Paper, Department of Management, University of Canterbury, Christchurch, New Zealand.

Finsterwalder, Jörg (2007): Teaching Innovation Showcase – Some Insights from Teaching Marketing Students, College of Business and Economics' Teaching Innovation Showcase, University of Canterbury, Christchurch, New Zealand, 11.12.2007.

Finsterwalder, Jörg (2007): Customer and Product Life Cycle Management at the Customer Touch Point – Triggers for 'Moments of Truth'-Communication. A Case Based Concept from Consumer Durables Industry, Guest Lecture at the Cologne Business School, Cologne, Germany, 29.08.2007 (Rating: 1.68 (1 (best) – 5 (worst))).

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Schögel, Marcus and Finsterwalder, Jörg (1999): Case Study Winterthur Insurance: Foundation and Framework for Services Marketing in an Insurance Company, Working Paper for Teaching Purposes, Institute for Marketing and Retail Management: St. Gallen (in German).