



**FACULTEIT ECONOMIE  
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24  
B-9000 GENT**

**Tel. : 32 - (0)9 - 264.34.61  
Fax. : 32 - (0)9 - 264.35.92**

## **WORKING PAPER**

# **Joint Optimization of Customer Segmentation and Marketing Policy to Maximize Long-Term Profitability**

**Jedid-Jah Jonker<sup>1</sup>**

**Nanda Piersma<sup>2</sup>**

**Dirk Van den Poel<sup>3</sup>**

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<sup>1</sup> All three authors contributed equally to this work.

Jedid-Jah Jonker, Social and Cultural Planning Office, P.O. Box 16164, NL-2500 BD The Hague, The Netherlands.

<sup>2</sup> Nanda Piersma, Econometric Institute, Erasmus University Rotterdam, P.O. Box 1738, NL-3000 DR Rotterdam, The Netherlands.

<sup>3</sup> Corresponding author: Dirk Van den Poel, Department of Marketing, Ghent University, Hoveniersberg 24, B-9000 Gent, Belgium. E-mail: dirk.vandenpoel@UGent.be