Business and Management: Customer Relationship Management

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Customer Relationship Management
Concept, Strategy, and Tools

- Comprehensive and state-of-the-art treatment of CRM strategy, concepts, and tools
- Contains numerous cases and examples, thus making the material highly accessible and applicable
- Presents the latest developments in metrics, practices, and substantive domains (e.g. CRM in social media)

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

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