



Customer Relationship Management

Ed Peelen

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Customer Relationship Management examines the entire scope of this subject including strategy, organisation, marketing and information technology. This book blends together theory and practice to achieve a thorough discussion of CRM, thus helping the reader to answer questions such as "What should our business strategy be?" and "How do we translate CRM business strategy into marketing?" This book is suitable for advanced marketing and business undergraduate and MBA students and also students on the following courses: Customer Relationship Management, Direct Marketing, Relationship Marketing, Database Management or Business Intelligence.

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