

Customer Relationship Management: Concept, Strategy, And Tools By V. Kumar

By V. Kumar

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<http://www.relationshipmanagement.org/>

Customer relationship management (CRM) as a strategy and as a technology has gone through an amazing evolutionary journey. The initial technological approach was

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{"contributors":[{"last":"Kumar","first":"V","function":"author"}, {"last":"Reinartz","first":"Werner","function":"author"}], "title":"Customer Relationship Management

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http://www.insead.edu/facultyresearch/research/details_books.cfm?id=15394

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<http://www.relationshipmanagement.org/crm/customer-relationship-management/>

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<http://avxsearch.se/?q=Customer%20Relationship%20Management%20Concept.%20Strategy%20Tools>

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<http://searchcrm.techtarget.com/definition/CRM>

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<http://www.polyu.edu.hk/feng/05002/COMP%20Syllabi%20Jun%202015.pdf>

Customer Relationship Management: Concept, Strategy, and Tools (2nd Edition, 2012) by Kumar, V./ Reinartz, Customer Service ;

<http://www.sears.com/springer-customer-relationship-management-concept-strategy-and-tools/p-SPM6921144503>

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http://en.wikipedia.org/wiki/Customer_relationship_management

a customer relationship management strategy relationship marketing strategy, the customer may customer Age of the customer is the concept that

<http://searchcrm.techtarget.com/definition/relationship-marketing>

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<http://projectseminars.org/report-customer-relationship-management>

Customer relationship management concepts primarily revolve around sales it's very important that you plan properly and create a sound implementation strategy,

<http://www.rockyourstock.com/business-management/customer-relationship-management.aspx>

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<https://inspireandaction.wordpress.com/2013/06/20/customer-relationship-management-concept-strategy-and-tools/>

CRM is both a business strategy and system to enable Response and Category Management concept in the Customer relationship management

<https://www.scribd.com/doc/7322768/CRM-Concepts>

(customer relationship management) DEFINITION of 'Relationship Management' A strategy employed by an organization in which a continuous level of engagement

<http://www.investopedia.com/terms/r/relationship-management.asp>

Sep 17, 2009 Customer relationship management, Academics have described this different concept of a market W. and Kumar, V., The Mismanagement of Customer

<http://www.economist.com/node/14298886>

with emphasis on developing an understanding of Customer Relationship Management (CRM concept for profitable customer management strategies

<http://onlinelibrary.wiley.com/book/10.1002/9781118349212>

Customer relationship management is a strategy for understanding your customers and their needs in order to optimize your interactions with Customer analysis:

<http://www.canadabusiness.ca/eng/page/2650/>

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