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Edizione	[Second edition.]
Descrizione fisica	1 online resource (607 pages) : illustrations
Altri autori (Persone)	BaranRoger J <1945-> (Roger Joseph)
Disciplina	658.8/02 658.802
Soggetti	Customer relations - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Revised edition of CRM, 2013.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CRM theory and development -- Introduction to customer relationship management -- The history and development of CRM -- Relationship marketing and CRM -- Organization and CRM -- Data management and technology -- CRM and data management -- Technology and data platforms -- Database and customer data development -- Marketing strategy -- Business-to-business CRM -- Understanding the customer-company profit chain : satisfaction, loyalty, retention, and profits -- The CRM strategy cycle : acquisition, retention, and win-back -- Privacy and ethics considerations -- CRM evaluation -- CRM program measurement and tools -- CRM new horizons -- Social networking and CRM -- CRM trends, challenges, and opportunities.