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Titolo	Customer relationship management : the foundation of contemporary marketing strategy / / Robert J. Galka and Roger J. Baran
Pubbl/distr/stampa	New York ; ; London : , : Routledge, , 2017
ISBN	1-315-68783-6 1-317-41933-2 1-317-41932-4
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.
Sommario/riassunto	This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and

technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

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