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| Autore                  | Bligh Philip   |
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| ISBN                    | 1-280-34594-2<br>9786610345946<br>0-471-66383-2  |
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| Altri autori (Persone)  | TurkDouglas  |
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| Note generali           | Description based upon print version of record.  |
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| Nota di contenuto       | CRM Unplugged Releasing CRM's Strategic Value; About the Authors; Contents; Foreword; Preface; Acknowledgments; 1 A New, More Strategic Approach to CRM; Industry Leaders Show the Way; A Clearer Definition of CRM Is Required; Three Lessons from Leaders; Key Points; 2 A Review of CRM Failures; What Went Wrong with CRM; CRM Contributes to a Scary Halloween for Hershey; Why CRM Projects Fail; Key Points; 3 Strategy First: Aligning CRM with Company Strategy; Using an Analytical Framework for Defining Strategy; Distinguishing Competitive Advantage from Other Types of Benefits<br>How Competitive Advantage Manifests Itself in OperationsIdentify CRM Initiatives That Fortify Competitive Advantage; Key Points; 4 Customer Intelligence: The Science of Customer Insight; How Harrah's Used Customer Insight to Turn the Tables on the Gaming Industry; Seven Dimensions of Customer Insight; Define a Scientific Process for Leveraging Customer Insight; Building Blocks Required to Implement a Customer Insight Infrastructure; Key Points; 5 Demand Visibility and Response; Demand Visibility; Best Practices for Increased Visibility; Responding to Market Demand<br>Best Practices for Demand ResponsivenessScience of Revenue |

Management; Power of Pricing; Key Points; 6 An Enterprise-Wide Approach to CRM; What Is Customer Strategy and How Does It Help?; How Customer Strategy Relates to Corporate and Functional Strategy; Key Components of an Effective Customer Strategy; Enterprise Marketing Management: How Customer Strategy Integrates with Marketing Strategy; Key Points; 7 Implementing CRM Successfully; Implementation Guidelines for Success; Key Points; Epilogue: The Future of CRM; New Marketing Approaches  
Understanding Financial Metrics Related to Customers  
New Management Approaches Based on Predictive Analysis; Continuous Optimization of Operations; Leveraging Emerging and Specialized Technologies; Harnessing the Benefits of Outsourcing; Index

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## Sommario/riassunto

Building and maintaining a customer-centered enterprise cost-effectively is a hot topic and key business issue. This book provides the definitive work on how to derive return from investment. It shows readers strategies for successful CRM implementation into a company, and how to achieve a good ROI through CRM, and also details best practices.

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