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Autore	Bligh Philip
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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 CustomersNew Management Approaches Based on Predictive Analysis; Continuous Optimization of Operations; Leveraging Emerging and Specialized Technologies; Harnessing the Benefits of Outsourcing; Index

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.