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| Nota di contenuto | CONTENTS; SERIES EDITOR'S INTRODUCTION; ACKNOWLEDGMENTS; CHAPTER 1 ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT An Introduction; INTRODUCTION; CRM AND ECRM; THE STATE OF IS-CRM RESEARCH; OVERVIEW OF CHAPTERS; SUMMARY; APPENDIX 1.1. PUBLICATIONS BY JOURNAL; REFERENCES; PART I THE ROLE OF CRM AND ECRM; CHAPTER 2 SUCCESS FACTORS IN ONLINE SUPPLY CHAIN MANAGEMENT AND E-CUSTOMER RELATIONSHIP MANAGEMENT; CHAPTER 3 USING ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT TO MAXIMIZE/MINIMIZE CUSTOMER SATISFACTION/DISSATISFACTION; PART II ORGANIZATIONAL SUCCESS FACTORS OF CRM CHAPTER 4 CUSTOMER RELATIONSHIP MANAGEMENT SUCCESS AND ORGANIZATIONAL CHANGE A Case StudyCHAPTER 5 SUCCESS FACTORS IN CRM IMPLEMENTATION Results from a Consortial Benchmarking Study; CHAPTER 6 COLLABORATIVE CUSTOMER RELATIONSHIP MANAGEMENT IN FINANCIAL SERVICES ALLIANCES; PART III ENHANCING |

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| | CHAPTER 9 WHAT MAKES CUSTOMERS SHOP ONLINE?CHAPTER 10 TOWARD ACHIEVING CUSTOMER SATISFACTION IN ONLINE GROCERY SHOPPING Lessons Learned from Australian and Swiss Cases; EDITORS AND CONTRIBUTORS; SERIES EDITOR; INDEX |
| Sommario/riassunto | A survey of information systems research on electronic customer relationship management (eCRM). This book provides frameworks taken from cases and applications in this field. Each chapter takes a collaborative approach that goes beyond the analytical and operational perspectives, and stresses integration with other enterprise information systems. |