1. Record Nr. UNINA9910458493603321 Autore Brewster Ernest Titolo Business relationship manager: careers in IT service management // **Ernest Brewster** Pubbl/distr/stampa Swindon, England:,: BCS,, 2014 ©2014 **ISBN** 1-78017-251-6 Edizione [1st edition] Descrizione fisica 1 online resource (191 p.) Collana **BCS Guides To IT Roles** Disciplina 658.4038 Soggetti Information technology - Management Management information systems Relationship marketing - Management Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Cover; Advert Page; Copyright Page; CONTENTS; LIST OF FIGURES AND TABLES; AUTHOR; 1 INTRODUCTION; 2 INTRODUCTION TO BUSINESS RELATIONSHIP MANAGEMENT; 3 THE BUSINESS RELATIONSHIP MANAGER: GOALS AND OBJECTIVES: BRM RESPONSIBILITIES: SKILLS. COMPETENCIES AND KNOWLEDGE; INTERFACES AND DEPENDENCIES; 4 TOOLS, METHODS AND TECHNIQUES; STANDARDS; GOOD PRACTICE FRAMEWORKS, PROCEDURES AND PROCESSES: TOOLS AND INFORMATION; METRICS AND PERFORMANCE; 5 CAREER PROGRESSION AND RELATED ROLES; ORIGINS; CONTINUING PROFESSIONAL DEVELOPMENT (CPD); CAREER PROGRESSION - WHERE NEXT? 6 A WEEK IN THE LIFE OF A BRM - A CASE STUDYCONTEXT: A WEEK IN THE LIFE; REFERENCES; INDEX; Advert Page; Back Cover Sommario/riassunto Business relationship management (BRM) is crucial for building and maintaining strong relationships between a service provider and customer. This highly accessible introduction to the role of a BRM manager gives practical guidance to those new to the role or interested in getting a better understanding of what it entails.