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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 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 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;
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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.
