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COMMUNICATION TECHNOLOGY ON CUSTOMER RELATIONSHIP  
MANAGEMENT AND CUSTOMER LOCK-IN; PART IV CRM IN BUSINESS-  
TO-CUSTOMER COMMERCE  
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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.

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