

1. Record Nr.	UNINA9910791160903321
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
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.