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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- CRM in action -- Customer acquisition -- Customer retention -- Balancing customer acquisition and customer retention -- Customer churn -- Customer win-back -- Implementing CRM models -- Future of CRM models.
Sommario/riassunto	Statistical Methods in Customer Relationship Management focuses on the quantitative and modeling aspects of customer management strategies that lead to future firm profitability, with emphasis on developing an understanding of Customer Relationship Management (CRM) models as the guiding concept for profitable customer management. To understand and explore the functioning of CRM models, this book traces the management strategies throughout a customer's tenure with a firm. Furthermore, the book explores in detail CRM models for customer acquisition, customer retention, customer acquisitio