



Customer Relationship Management: Modern Trends and Perspectives

S. Shanmugasundaram

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Customer Relationship Management (CRM) is a modern approach to marketing. It focuses on the individual consumer. Customer is the 'king', therefore, the products and services have to be offered in such a way that they suit the needs and preferences of the customer.

This comprehensive and easy-to-read text deals with the formulation of methodologies and tools that help business organizations to manage critical customer relationships by supporting all customer-centric processes within an enterprise, including marketing, sales and customer support. In addition, the book emphasizes managing opportunity for optimum productivity, coordinating the specialized activities of multi-functional teams, developing and retaining corporate knowledge and completing complex multi-step processes in a timely and efficient manner.

This text is intended for the students of masters in business administration (MBA) and those pursuing postgraduate diploma in marketing management (PGDMM). Besides, the book should prove to be a useful reference for marketing professionals.

KEY FEATURES

- Covers various dimensions of CRM with several case studies.
- Includes the modern concept—e-CRM.
- Incorporates deep study of research oriented topics.



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