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Relationship Marketing & Customer Relationship Management, by Adele Berndt and Mad le Tait Written for undergraduate- and graduate-level college students, this book helps the reader to gain a comprehensive understanding of CRM and the broader field of effective Relationship Marketing.

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Aimed at understanding and anticipating the needs of an organization's current and potential customers, this innovative book shows how CRM links people, process, and technology to optimize an enterprise's revenue and profits by first providing maximum customer satisfaction.

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Customer Relationship Management (CRM) is a strategy and a process for managing an organisation's relationships and interactions with its current and potential customers. If you improve your knowledge about them, you can better target marketing, offers, promotions, and sales messages.

Customer Relationship Management: CRM - Management Pocketbooks

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