



Customer Relationship Management

By Ed Peelen, Rob Beltman

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Customer Relationship Management gives a well-balanced coverage of strategy and organisation, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle.

Geared to MBA students and advanced undergraduate students, as well as those taking courses on CRM, direct marketing, relationship marketing, database management or business intelligence, the book is also appropriate for graduate students in information management attending courses on CRM and participants in specific CRM/database management.

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Editorial Review

From the Back Cover

Most businesses know that how they manage their relationships with their customers is vital to their success. Yet the field of Customer Relationship Management lacks proper academic coverage. Ed Peelen's *Customer Relationship Management* is the only comprehensive academic text in English to cover the entire scope of CRM. This fully updated second edition cements its position as essential reading for anyone who wants to understand this continually evolving field.

Addressing the strategic, organisational, commercial and technological aspects of CRM, Peelen brings a social psychology perspective, blending theory and practice to aid a full understanding of the subject. The book is geared towards advanced undergraduates and MBA students, but is ideal for anyone taking courses in Customer Relationship Management, Relationship Marketing, Direct Marketing or Database Management.

Ed Peelen is one of the founders and partners of ICSB, a consulting firm in marketing and strategy. He was Professor of Marketing at the Centre for Marketing and Supply Chain Management, and the Executive Management Development Centre at Nyenrode Business University, the Netherlands.

Rob Beltman is also a partner at ICSB.

'CRM has gone through many changes and developments over the years. But a constant factor is the inspiration Ed Peelen provides by combining solid theoretical knowledge with practical examples and business applications.'

Hans Zijlstra, Head of Customer Insight, Air France-KLM

'This book recognises the major shortcomings of most CRM books – that is, the focus on the tactical, systems approach to managing customers. This book establishes the need for CRM strategies not only to be developed, but to be consistently used as an aid to long-term organisational profitability.'

Dr John Oliver, Associate Professor, The Media School, Bournemouth University, UK

'This book inspired me during the defining process ... of our CRM implementation at PricewaterhouseCoopers in the Netherlands. The book kept me on track and saved me from operational

pitfalls. This CRM "bible" provides vision in establishing the backbone of any company's CRM programme.'

Gerard Struijf, Chairman PvKO (Platform for Customer-Centric Entrepreneurship), former Senior Manager CRM, PricewaterhouseCoopers, the Netherlands

Users Review

From reader reviews:

Tamika Sheppard:

This Customer Relationship Management book is not really ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is definitely information inside this book incredible fresh, you will get details which is getting deeper an individual read a lot of information you will get. This specific Customer Relationship Management without we know teach the one who reading through it become critical in thinking and analyzing. Don't possibly be worry Customer Relationship Management can bring once you are and not make your case space or bookshelves' turn out to be full because you can have it within your lovely laptop even telephone. This Customer Relationship Management having excellent arrangement in word and layout, so you will not sense uninterested in reading.

Stanley Wells:

Exactly why? Because this Customer Relationship Management is an unordinary book that the inside of the publication waiting for you to snap the idea but latter it will surprise you with the secret the idea inside. Reading this book adjacent to it was fantastic author who all write the book in such incredible way makes the content inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you for not hesitating having this any longer or you going to regret it. This book will give you a lot of advantages than the other book get such as help improving your expertise and your critical thinking method. So , still want to hesitate having that book? If I were being you I will go to the book store hurriedly.

James Peters:

Reading a book to get new life style in this 12 months; every people loves to read a book. When you read a book you can get a lot of benefit. When you read guides, you can improve your knowledge, because book has a lot of information onto it. The information that you will get depend on what types of book that you have read. If you wish to get information about your research, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, these kinds of us novel, comics, along with soon. The Customer Relationship Management provide you with a new experience in looking at a book.

Jerry Jackman:

As a university student exactly feel bored to reading. If their teacher requested them to go to the library or to make summary for some e-book, they are complained. Just very little students that has reading's internal or real their pastime. They just do what the trainer want, like asked to go to the library. They go to presently there but nothing reading critically. Any students feel that looking at is not important, boring and can't see

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