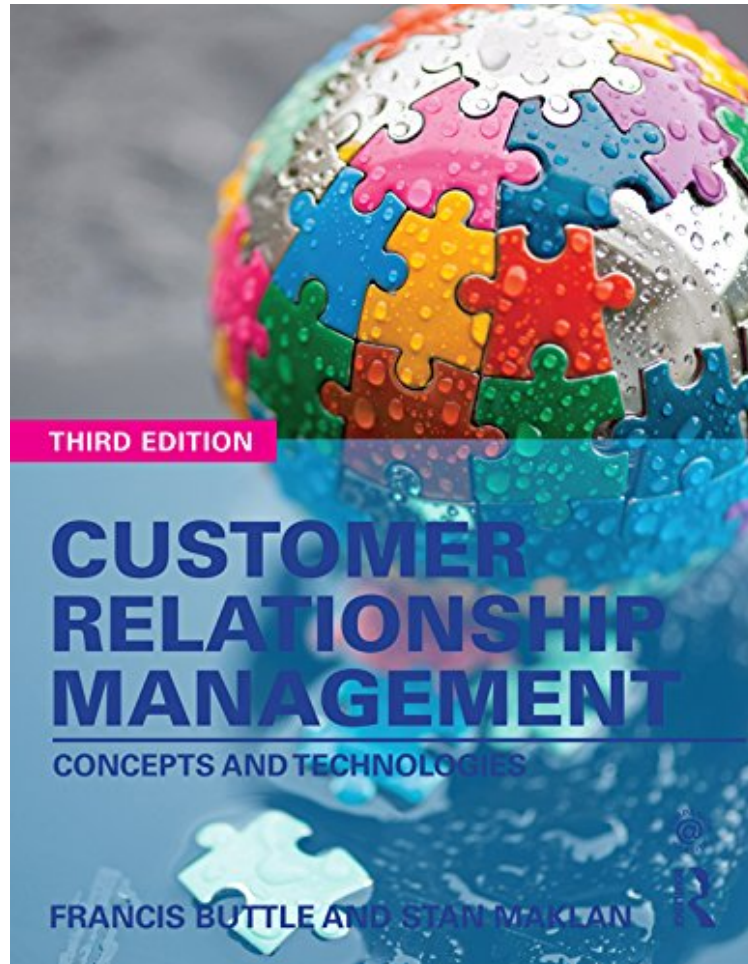


# Customer Relationship Management: Concepts and Technologies

*Francis Buttle, Stan Maklan*

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Customer Relationship Management Third Edition is a much-anticipated update of a bestselling textbook, including substantial revisions to bring its coverage up to date with the very latest in CRM practice. The book introduces the concept of CRM, explains its benefits, how and why it can be used, the technologies that are deployed, and how to implement it, providing you with a guide to every aspect of CRM in your business or your studies. Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of

disciplines including IS, HR, project management, finance, strategy and more. Buttle and Maklan, clearly and without jargon, explain how CRM can be used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice. NEW TO THIS EDITION: Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout, including new content on: Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing, sales and service automation Customer self-service technologies Making the business case and realising the benefits of investment in CRM? Ideal as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is also essential to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management.

‘This is absolutely the best exposition of CRM. I can't think of a better guide to increasing your performance and profits. This book belongs on the desk of every company that is serious about CRM. The wealth of information and insight is astounding.’ - Professor Philip Kotler, S.C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, USA ‘This book is crisp, practical and stimulating. It combines Francis Buttle and Stan Maklan's considerable insights with practical examples and provides a step-by-step pragmatic approach to the application of CRM in business. Their coverage of CRM technology is an enhancing feature of the book. All senior management would benefit from reading it, particularly those who realize that profitable customers are their company's greatest asset and require fool proof guidance to retain them. Well-grounded academically, this book is equally beneficial for management students. Overall, it sets out a comprehensive reference guide to business success.’ - Professor John A Murphy, United Utilities, Professor of Customer Management, Manchester Business School, UK ‘A reference work to understand the ever-changing field of CRM. Especially demystifying what CRM is, what it is not, and offering a very comprehensive view on how to approach it and unlock its true value.’ - Greg Lecointe, Director CX Applications Business Group, Oracle Corporation ‘A great tour of the CRM landscape that covers the vastness between Operational and Strategic CRM while providing a robust overview of customer-related data and data mining. A definite reference for managers looking to take customer-centered strategies to the next level.’ - Ian Di Tullio, Director Loyalty and Relationship Marketing Air Canada ‘Francis Buttle and Stan Maklan's third edition of Customer Relationship Management is a comprehensive, soup-to-nuts compendium of information and guidance that ought to be a desk reference for every CRM professional in business today, whether you sell products or services, to consumers or businesses.’ - Don Peppers, Founding Partner, Peppers Rogers Group ‘This lucid and content-packed book reads and informs like a charm. Francis Buttle and Stan Maklan's refreshing treatment of CRM as a core business strategy is destined to become a classic. Highly recommended.’ - Fred Wiersema, customer strategist, chair of the B2B Leadership Board, and top-selling author of ‘The Discipline of Market Leaders’ About the Author Francis Buttle, BSc, MA, PhD, is founder and principal consultant of Francis Buttle Associates, and Honorary Adjunct Professor at Macquarie Graduate School of Management, Sydney, Australia. Stan Maklan, BSc, MBA, PhD, is a Reader in Strategic Marketing, Cranfield School of Management, UK.