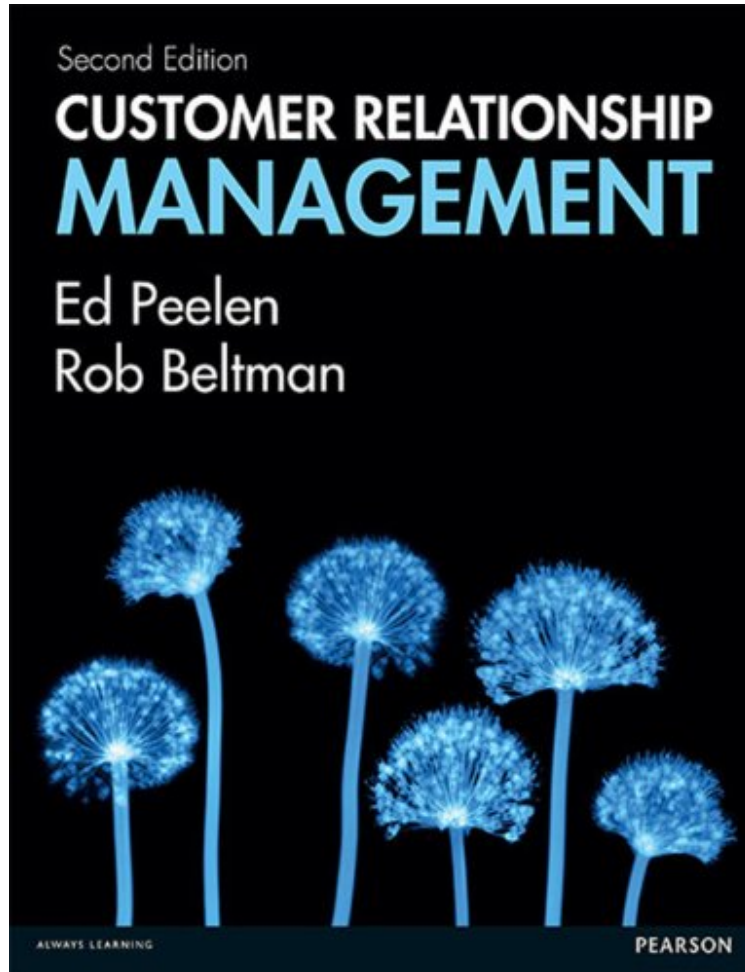


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# Customer Relationship Management

*Ed Peelen, Rob Beltman*

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**Ed Peelen, Rob Beltman : Customer Relationship Management** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Relationship Management:

1 of 1 people found the following review helpful. KonstantinosBy KonstantinosIt is a complete book on CRM useful and interesting for both academics and practitioners. It gives a clear grasp for CRM, and it is absolutely necessary for people implementing CRM projects today.

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.

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 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 minus; 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