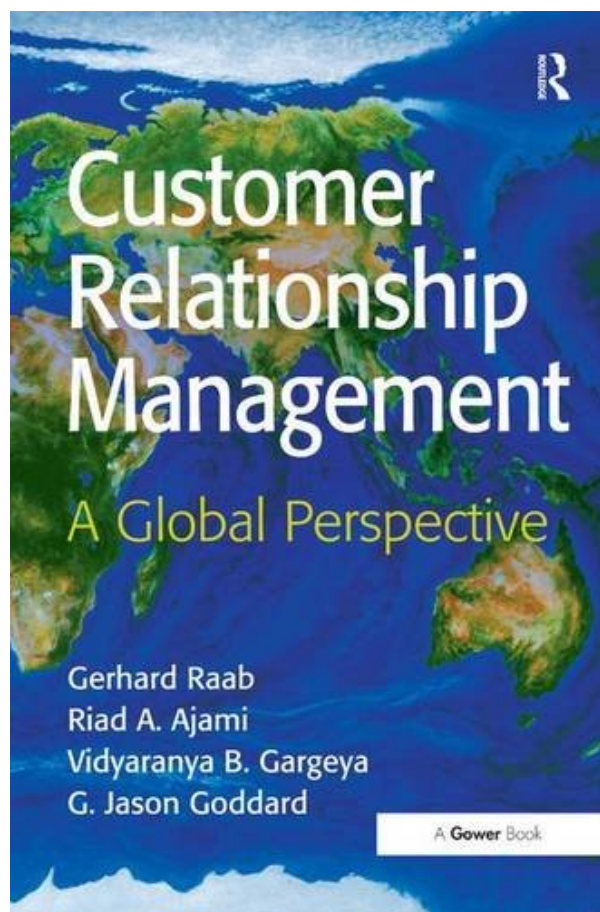
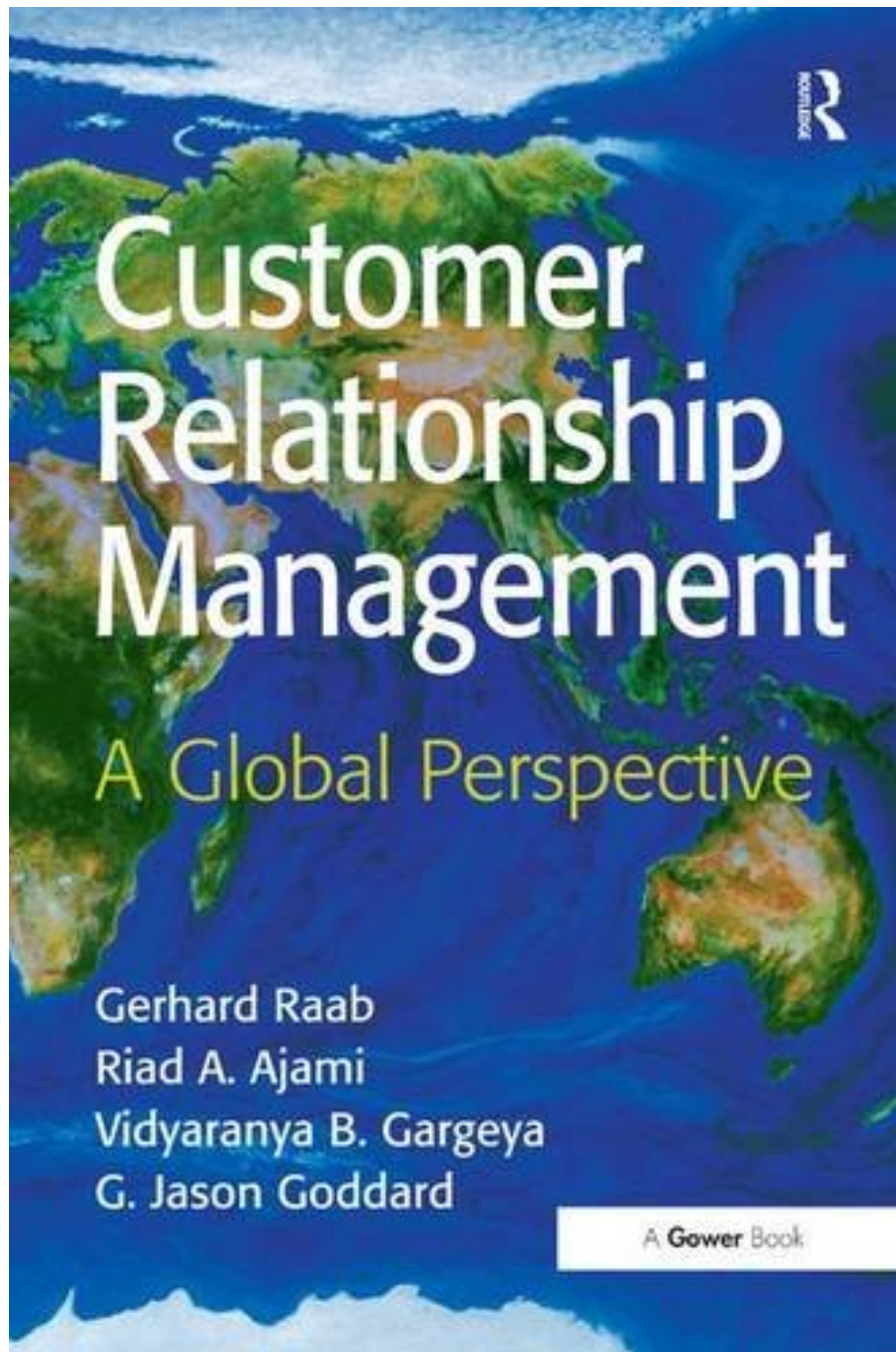


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'The book is well written and contains numerous charts, flow diagrams and statistical tables to illustrate key ideas. One particularly useful feature is the inclusion of six comprehensive case studies of CRM practices.' - Economic Outlook and Business Review

About the Author

Professor Gerhard H. Raab is based at the Transatlantic Institute, University of Applied Sciences, Ludwigshafen, Germany. Professor Riad A. Ajami is based at the Raj Soin College of Business at Wright State University in Dayton, Ohio, USA and Professor Vidyaranya B. Gargeya is based at the Bryan School of Business and Economics, University of North Carolina at Greensboro, USA. G. Jason Goddard is Vice President at Wachovia Corporation, Winston-Salem, North Carolina, USA.

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Customer Relationship Management is the first book to explore the benefits to the firm of a globally integrated approach to the management philosophy of Customer Relationship Management (CRM). The best hope for achieving a sustainable competitive advantage in a global marketplace is by means of better understanding which customers are in the best position to experience long-term, profitable relationships for the globally oriented firm. This book offers both an academic and a practical viewpoint of the importance of CRM in a global framework. It integrates the topics of knowledge management, total quality management, and relationship marketing with the goal of explaining the benefits of CRM for internationally active firms. The authors have included six case studies which allow the reader to undertake the role of CRM consultant in a 'learning by doing' approach. The book should be required reading for all business executives who desire a customer-oriented approach to success, and for all students of business who desire to gain insight into a relationship management approach which will become ever-more important in the years ahead.

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