

Read PDF

Customer

Relationship

Customer
Management

Relationship

Marketing
Management

Integrating

Marketing

Dieses Buch
beschreibt die
prozessorientie
rte Anwendung
von

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Customer

Relationship

Management
Instrumenten
des Knowledge

Management auf

kundenorientier

te Prozesse aus

Marketing,

Vertrieb und

Service. Dazu

wird eine Rahme

narchitektur

vorgestellt,

die Konzepte

des Customer

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Customer

Relationship

Management mit

denen des

Knowledge

Management

integriert.

Diese Sicht

ermöglicht

wesentliche Erg

ebnisverbesseru

ngen in

Marketing,

Vertrieb und

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Customer

Relationship

Management

Integrating

Marketing

Service, aber auch in internen Leistungsbeziehungen.

Die gezeigten

Fallstudien

dokumentieren

die

realisierbaren

Potentiale aus

Geschäfts- und

IT-Sicht. Aus

ihnen werden Ha

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Customer

Relationship

Management

Empfehlungen für das Projektmanagement

und ein

Ausblick auf

zukünftige Herausforderungen

abgeleitet. Das

dargestellte

St. Galler

Modell für

Customer

Knowledge

Management

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Customer

Relationship

Management
basiert auf Pra

xiserfahrungen

und Forschungsar

beiten, die

durch

Fallstudien

namhafter

Unternehmen

systematisch

und fundiert

aufbereitet

werden.

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Management

Integrating

Marketing

Der verschärfte Wettbewerb in globalen Märkten und zunehmende Umsatzrückgänge in den Unternehmen waren der Ausgangspunkt für Überlegungen, wie Geschäftser

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Relationship

Management

Integrating

Marketing

folge

langfristig

durch

verbesserte Kun

denbeziehungen

gesichert

werden können.

Kein anderer

Bereich in

einem

Unternehmen ist

einem

regelmäßigen

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Relationship

Management

Integrating

Marketing

Erfolgsdruck so
ausgesetzt wie
der Vertrieb.

In den letzten
Jahren vollzog
sich daher ein
Paradigmenwechs
el des Massenma
rketings hin
zum Direktmarke
ting. Statt
Kunden für
Produkte heißt

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Customer

Relationship

Management

Integrating

Marketing

es mittlerweile

Produkte für

den Kunden

finden. Es

empfeht sich

eher wenige,

dafür aber

lohnende Kunden

zu besitzen.

Der einmalige

Verkauf eines

Produktes oder

Dienstleistung

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Relationship

Management

Integrating

Marketing

soll daher
nicht als
Abschluss eines
Geschäftes,
sondern als
Beginn einer
möglichst
langfristigen
und profitablen
Kundenbeziehung
verstanden
werden, um
darüber hinaus

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einen Wettbewerbsvorteil gegenüber der Konkurrenz erzielen zu können.

Hilfreich dazu ist der Einsatz des Customer Relationship Management (CRM). CRM ist eine

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Management

Integrating

Marketing

ganzheitliche, strategische Unternehmensphilosophie, die den systematischen Aufbau und die konsequente Fortführung von Kundenbeziehungen in den Mittelpunkt der Geschäftsprozesse stellt. Es

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Relationship

Management

Integrating

Marketing

betrifft alle U
nternehmensbere
iche mit
Kundenkontakt,
vor allem
Marketing,
Vertrieb und
Service und
sollte
sämtliche Kommu
nikationskanäle
, die den
Kunden

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Management

Integrating

Marketing

betreffen,
zusammenführen.

Zunächst werden
deshalb

theoretische
Grundlagen von
CRM vermittelt
und die

Komponenten
eines CRM-
Systems und
analytische Inf
ormationssystem

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Customer

Relationship

Management
e dargestellt
und erläutert.

Integrating
Daran

Marketing
anschließend
werden wichtige

Ziele und

Möglichkeiten

von CRM

aufgeführt. Das

Ziel dieser

Arbeit besteht

zum einen

darin, die

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Relationship

Management

Integrating

Marketing

Gründe für das häufige Scheitern von CRM-Systemen zu ermitteln und zum anderen, ein Soll-Profil anzufertigen, um damit aufzuzeigen, was CRM-Systeme strategisch leisten müssen,

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Customer

Relationship

Management

Integrating

Marketing

um Kundenbeziehungen

erfolgreich

gestalten zu

können. Darüber

hinaus werden

Ansatzpunkte

zur Optimierung

einer CRM-Implementierung

dargestellt.

Julia Meik

untersucht die

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Relationship

Management

Integrating

Marketing

Kundenintegrati
on als

zentralen

Bestandteil des

Customer

Relationship

Managements im

Dienstleistungs

sektor. Sie

wendet sich

dabei zwei Steu

erungsaspekten

der Integration

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des Kunden zu:

der

Produktivität

und der

Kundenbindung

an das

Unternehmen.

Die Autorin

analysiert erfo

lgsrelevante

Konsequenzen

der aktiven

Einbringung des

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Management

Kunden sowie
den
Zusammenhang

von Kundeninteg
ration und Bezi
ehungsdauer.

Die Studie
ermöglicht die
Ableitung von
Implikationen
für das

Customer
Relationship

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Customer

Relationship

Management

Integrating

Marketing

Management und
das Personalman
agement im Dien
steleistungssekt
or.

Maximize
customer
satisfaction
and maximize
your bottom
line Over the
last decade,
too many

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organizations have assumed that their products or services were so superior that customers would automatically keep coming back for more. But in order to compete

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effectively in
today's
marketplace,
organizations
must change
their strategy
to become more
customer
focused, not
product
focused.

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Relationship

Management

(CRM) is the

best way to

integrate this

customer-facing

approach

throughout an

organization.

Aimed at

understanding

and

anticipating

the needs of an

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Management

Integrating

Marketing

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

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Integrating

Marketing *

Covers

developing a
market-oriented
strategy,

innovation in

products and

services, sales

and channels

transformation,

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Integrating
marketing, and

customer care

Stanley A.

Brown (Toronto,
Canada) is

Partner in

Charge of the

Centre of

Excellence in

Customer Care

at Pricewaterho

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useCoopers in
Toronto.

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Strategies

Analyzing and
Managing
Customers

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Vorschläge zur
Optimierung von
CRM-Systemen

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A Business
Guide to
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Management
Exam Prep for
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Relationship

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Management

Customer

Relationship

Management (CRM)

hat die Herstellung

erfolgreicher

Kundenbeziehungen

zum Gegenstand.

Hier existieren durch

die

Kundenorientierten

Informationssysteme

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Customer

Relationship

(Database

Marketing,

Computer Aided

Selling, Online

Marketing) ganz

neue Möglichkeiten,

Kundenwünsche

individueller,

wirkungsvoller,

schneller und

kostengünstiger zu

erfassen, zu

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Customer

Relationship

Management

Integrating

Marketing

bearbeiten und
dadurch Kunden
langfristig zu
binden. Um dem

Kunden zahlreiche K
ommunikationskanäl
e und hohe Reaktion
sgeschwindigkeit
bieten zu können,
muß ein hoher
Integrationsgrad
innerhalb und

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Relationship

Management

Integrating

Marketing

zwischen Front-
Office-Bereich und
Back-Office-Bereich
realisiert werden.

CRM wird oft als IT-
Thema und als
Modethema
verstanden. Das
Buch erläutert u.a.,
warum dies zum
Scheitern von CRM-
Projekten oder

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Customer

Relationship

zumindest zu

Management

Enttäuschungen

Integrating

führen kann.

Marketing

Führungskräfte aus

internationalen

Großunternehmen

schildern ihre

Erkenntnisse und

Erfahrungen ebenso

wie auf dem CRM-

Gebiet forschende

Wissenschaftler.

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Customer

Relationship

In CRM, Jeffrey

Peel defines

Customer

Relationship

Management in a

radical new way by

putting

communications at

the center. In the

past, CRM was

mostly about the

technology, not

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Customer

Relationship

about the customer.

Management

In this book, Peel

Integrating

talks about a new

Marketing

ethos that is

beginning to

fundamentally

change the way

organizations do

business. At a

technology level,

CRM is increasingly

about conjoined best-

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Management

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Marketing

of-breed applications delivered via portal technologies. At a business level, it is beginning to invade traditional territories occupied by brand management or customer support.

Peel shows companies how to make the shift to the

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Customer

Relationship

new paradigm. ·

Management

Defines the nature of

Integrating

new CRM niche

Marketing

solutions · Provides

entirely new types of

functionality that

mesh seamlessly ·

Describes solutions

focused solely on the

needs of the

customer

Eine systematische

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Customer

Relationship

Management

Integrating

Marketing

Einführung in das
Thema Kampagnen
management und
seine Integration in

das operative

Customer

Relationship

Management. Sie

möchten noch mehr

Kunden gewinnen

und dauerhaft für

Ihre Angebote,

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Customer

Relationship

Management

Integrating

Marketing

Produkte und Dienstleistungen interessieren? Sie wollen dies möglichst kostengünstig und effizient tun und Ihre Marketingkampagnen IT-gestützt planen und realisieren? Das Buch zeigt wie es geht. Mit Beispielen,

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Customer

Relationship

Management

Integrating

Marketing

Kosten/Nutzen-
Aspekten - und
worauf Sie achten
sollten, wenn Sie
den Einsatz von Ka
mpagnenmanagemen
t-Systemen in
Erwägung ziehen.
Diplomarbeit aus
dem Jahr 2006 im
Fachbereich BWL -
Marketing, Unterneh

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menskommunikation

Management

, CRM,

Integrating

Marktforschung,

Marketing

Social Media, Note:

2,0, Fachhochschule

Bielefeld, 62

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Abstract: Das Ziel

dieser Diplomarbeit

besteht darin, zum

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einen die Gründe für
das häufige
Scheitern von CRM-
Systemen zu

ermitteln und zum
anderen ein Soll-
Profil anzufertigen,
um damit
aufzuzeigen, was
CRM-Systeme
strategisch leisten
müssen, um

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Kundenbeziehungen
erfolgreich gestalten
zu können. Darüber
hinaus werden

Ansatzpunkte zur
Optimierung einer C
RM-

Implementierung
dargestellt. Der
verschärfte

Wettbewerb in
globalen Märkten

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Relationship

und zunehmende
Management
Umsatzrückgänge in

Integrating
Marketing
Unternehmen waren
der Ansatz für

Überlegungen, wie
Geschäftserfolge
langfristig durch
verbesserte

Kundenbeziehungen
gesichert werden
können. Der

ständige Druck, in

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Customer

Relationship

kurzen Zeiträumen

Management

immer wieder

Integrating

marktfähige

Marketing

Produkte zu liefern,

ist gewaltig

gestiegen. Auch eine

hohe Produktqualität

wird heute als

selbstverständlicher

Grundnutzen

angesehen. Eine

Profilierung über das

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Customer

Relationship

Management

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Marketing

Kernprodukt ist
kaum noch möglich.
Hilfreich dabei kann
der Einsatz des

Customer

Relationship

Management (CRM)

sein. CRM ist eine

ganzheitliche,

strategische Unterne

hmensphilosophie,

die einen

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Customer

Relationship

systematischen

Management

Aufbau und

Integrating

konsequente

Marketing

Fortführung von

Kundenbeziehungen

in den Mittelpunkt

der

Geschäftsprozesse

stellt. Folglich

erscheint eine

Differenzierung

gegenüber dem

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Customer

Relationship

Management

Integrating

Marketing

Wettbewerb nur
noch über die Pflege
der Beziehung zu
einem Kunden
möglich zu sein.

Dieses sollte nicht
als Last, sondern als
eine grosse Chance
angesehen werden.

Denn wie ein
Sprichwort sagt:

"Beziehungen

Read PDF

Customer

Relationship

schaden nur dem,
der keine hat."

Management

Integrating

Insofern handelt es
sich bei CRM

Marketing

zunächst nicht nur

um ein

Softwareprodukt,

wie viele

Unternehmen

glauben, obwohl

diese ohne die

Unterstützung eines

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Customer

Relationship

Management

Integrating

Marketing

IT-Systems oft nicht auskommen. Das CRM-System sollte dabei lediglich als Instrument dienen, um das Ziel zur Planung und Gestaltung einer profitablen Kundenbeziehung zu erreichen

Customer

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Relationship

Management (CRM)

und CRM-Systeme

A Strategic

Framework

Strategic Customer

Management

Integrationsmöglich

keiten, Anbieter,

Trends

The Future of

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Relationship

Marketing

Management

A Strategic

Integrating
Marketing

Imperative in the

World of e-Business

Consumer

interaction and

engagement are

vital components

to help

marketers

maintain a lasting

relationship with

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Customer

Relationship

their customers.

Management

By developing

Integrating

positive

Marketing

relationships

with consumers,

businesses can

better maintain

their customers '

loyalty. Diverse

Methods in

Customer

Relationship

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Management

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Marketing and Management is a critical scholarly resource that examines how marketing has shifted to a relationship-oriented model. Due to this, there is an increased need for customer

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Management

Integrating

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relationship
marketing and
management to
emerge as an
invaluable
approach to
strengthening
companies and
the customer
experience.

Featuring
coverage on a

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Management

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Marketing

wide range of
topics such as
relational
marketing
technology
acceptance
model, and
consumer buying
behavior, this
book is a vital
resource for
marketing

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professionals,

Management

managers,

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retailers,

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advertising

executives,

academicians,

and researchers

seeking current

research on the

challenges and

opportunities in

customer

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Relationship

Management

Integrating

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relationship
marketing and
management.

Customer

relationship

management is a

branch of

business

management that

focuses on

organization s

relationship and

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Management

Integrating

Marketing

interaction with
their customers
and client base.

It has developed
as a management
strategy in
recent era. This
book discusses
the fundamental
as well as
modern
approaches to

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Relationship

Management

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different models of customer relationship management systems. The topics included in the book are the various types of customer relationship management systems,

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Management

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integrating
marketing, sales
and customer
service aspects,
etc. From
theories to
research to
practical
applications,
case studies
related to all
contemporary

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Relationship

Management

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topics of
relevance to this
field have been
included in this
book. It is a vital
tool for all
researching and
studying this
field."

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concisely
presents

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methods for
integrated
marketing, sales,
and customer
management, and
is orientated to
practice and
implementation.
It sketches a
modern and
forward-looking
marketing

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approach for

Management

domestic as well

Integrating

as international

Marketing

small, mid-sized,

and large firms

in the B2B

market.

This fifth edition

of the best-

selling Marketing

Book has been

extensively

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Customer

Relationship

Management

Integrating

Marketing

updated to
reflect changes
and trends in
current
marketing
thinking and
practice. Taking
into account the
emergence of
new subjects and
new authorities,
Michael Baker

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has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer. In particular, the

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'Marketing Book'
now broaches
the following
'new' topics: *

Channel

management -

management of

the supply chain

* Customer

Relationship

Management *

Direct marketing

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Customer

Relationship

* E-marketing *

Management

Integrated

Integrating

Marketing

communications

* measurement

of marketing

effectiveness *

Postmodern and

retro-marketing

* Relationship

marketing *

Retailing Like its

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Customer

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predecessors,

Management

the 'Marketing

Integrating

Book 5th edition'

Marketing

is bursting with

salient articles

from some of the

best known

academics in the

field. It amounts

to an all-

embracing one-

volume

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companion to

Management

modern

Integrating

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thought, ideal for

all students of

marketing.

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Marketing

Strategy and

Information

Technology

Wie

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Unternehmen

Management

von ihren

Integrating

Kunden

Marketing

profitieren

CRM

Redefining

Customer

Relationship

Management

Integrating

Marketing

Strategy and

Read PDF

Customer

Relationship

Information

Management

Technology by

Integrating

Zikmund, Mcleod

Marketing

and Gilbert, 1st

Ed

Customer

Relationship

Management in

der Praxis

Presenting a

dramatic shift in

the way

Page 74/274

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marketing is viewed and how its value is determined, this diverse resource focuses on the retention of customers through excellent customer service.

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***Attending to the
“4 Ps” of
marketing, the
guidebook
addresses the
ways in which a
marketer can
make decisions
with the
customer’s
perspective as
the priority.***

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With strategies both for one-to-one marketing and for mass customization, this critical handbook offers information for today's ever-adapting business environment.

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Database marketing is at the crossroads of technology, business strategy, and customer relationship management. Enabled by sophisticated information and

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Customer

Relationship

***communication
systems, today's
organizations
have the***

***capacity to
analyze***

***customer data
to inform and
enhance every
facet of the***

***enterprise—from
branding and***

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Customer

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***promotion
campaigns to***

supply chain

management to

employee

training to new

product

development.

Based on

decades of

collective

research,

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teaching, and application in the field, the authors present the most comprehensive treatment to date of database marketing, integrating theory and practice.

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Presenting rigorous models, methodologies, and techniques (including data collection, field testing, and predictive modeling), and illustrating them through

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dozens of examples, the authors cover the full spectrum of principles and topics related to database marketing.

"This is an excellent in-depth overview

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of both well-known and very recent topics in customer

management models. It is an absolute must for marketers who want to enrich their knowledge on customer

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analytics."

(Peter C.

Verhoef,

Professor of

Marketing,

Faculty of

Economics and

Business,

University of

Groningen) "A

marvelous

combination of

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relevance and sophisticated yet understandable analytical material. It should be a standard reference in the area for many years." (Don Lehmann,

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**George E.
Warren
Professor of
Business,
Columbia
Business**

**School) "The
title tells a lot
about the book's
approach—thou
gh the cover
reads,**

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"database," the content is mostly about customers and that's where the real-world action is. Most enjoyable is the comprehensive story - in case after case - which clearly

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Integrating

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***explains what
the analysis and
concepts really
mean. This is an
essential read
for those
interested in
database
marketing,
customer
relationship
management***

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Relationship

Management

Integrating

Marketing

and customer optimization."

(Richard

Hochhauser,

President and

CEO, Harte-

Hanks, Inc.) "In

this tour de

force of careful

scholarship, the

authors canvass

the ever

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Relationship

**expanding
literature on
database**

Management

Integrating

Marketing

marketing. This

book will

become an

invaluable

reference or text

for anyone

practicing,

researching,

teaching or

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**studying the
subject."**

Management

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(Edward C.

Malthouse,

Theodore R. and

Annie Laurie

Sills Associate

Professor of

Integrated

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munications,

Northwestern

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Relationship

University)

Management

Inhaltsangabe:G

ang der

Integrating

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Untersuchung:

Die Arbeit

untersucht das

Database

Marketing und

Computer Aided

Selling sowie

deren

Integration zum

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Relationship

Customer

Relationship

Management bei

Banken im Privatkundenbereich.

Nach einer

kurzen

Einführung in

die Problematik

erfolgt die

Darstellung der

Situation des Pri

vat

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Customer

Relationship

vatkundengesch

äfts bei

Universalbanken

und die

Notwendigkeit

des Einsatzes

von Information

stechnologien in

diesem Bereich.

In dem

anschließenden

theoretischen

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Marketing

**Teil der Arbeit
werden Systeme
wie das
Database
Marketing,
Computer Aided
Selling und
Customer
Relationship
Management
voneinander
abgegrenzt und**

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Customer

Relationship

deren

Konzeptionen

vorgestellt.

Danach folgt der

praktische Teil

der Arbeit, in

dem

verschiedene U

msetzungsmögli

chkeiten der

einzelnen Infor

mationssysteme

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Customer

Relationship

durch

unterschiedliche

Softwareanbieter

r aufgezeigt

werden. Auf

Basis der

theoretischen

Aufarbeitung

und der

Betrachtung der

in der Praxis

vorherrschende

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***n Systeme wird
ein Integrations
modell
entwickelt, das
die
verschiedenen
Entwicklungen
und Ansätze zu
einem Modell
zusammenfaßt.
Abschließend
werden die***

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dargestellten Informationssysteme anhand von Interviews mit drei Banken im Hinblick auf ihre augenblickliche und geplante Umsetzung auch im Rahmen des Integrationsmod

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ivatkundengeschäft vor neuen

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**heterogene
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enthält wissenschaftlich fundierte sowie praxisorientierte Beiträge, die sich mit folgenden Themenbereichen auseinandersetzen:

- Kundenorientierte Produktentwicklung und Pr**

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Produktionskonzepte (Open Innovation, Mass

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in Finanzdienstl
eistungsnetzwer
ken**

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on und Kundenb
eziehungen***

***Kundenintegrati
on und***

Kundenbindung

Erfolgreiche

Wege zu kunden

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Relationship

zentrierten

Lösungen

Customer

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Management presents

a ground-breaking

strategic framework

for successful CRM

policy. Built around

Professor Payne's

five key processes, the

book demonstrates a

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Relationship

systematic

management

progression that will

guarantee the

maximum impact and

efficiency of a CRM

programme. The book

backs up these five

processes - strategy

development, value

creation, channel and

media integration,

information

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management and

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studies which set the

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*Natwest, Sears,
Roebuck & Co.,
Nortel Networks and
Siemens. The book
concludes with
interviews from four
thought leaders,
offering a 'futures'
vision forum for
CRM. Customer
Relationship
Management is a vital
instrument for anyone*

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who needs to know how to develop and measure effective CRM within an organization. It includes overviews and key learning points preceding each case study, and a summary chapter to draw out the most salient lessons from CRM best practices.

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For practitioner or academic alike, this is essential reading.

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advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an

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Abstract: Der stetige

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*heutzutage an der
Tagesordnung.*

*Umstrukturierungen,
Entlassungen,*

Einstellungen - dies

alles sind Reaktionen

der Unternehmen auf

das Marktgeschehen

und den Wettbewerb.

Um die Marktposition

zu sichern sind sie

darauf angewiesen

das Quantchen

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***Vorsprung zur
Konkurrenz zu
erhaschen und fuhren
ständig neue
Managementmodelle
und Software ein,
verändern ihre
Prozesse und werfen
neue Produkte auf
den Markt um die
Kaufentscheidung der
Kunden auf sich zu
lenken. Ein***

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*Managementmodell,
welches sich gerade in
den letzten 6 Jahren
bei den Unternehmen,
durch den Ruf
Umsatz fordernd zu
sein, beliebt gemacht
hat ist das so
genannte Customer
Relationship
Management."*

*CRM is an integrated
information system*

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Relationship

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that is used to plan, schedule and control the pre-sales and post-sales activities in an organization. This text is a manager's guide to making the most of CRM techniques for enhancing customer service, sales force effectiveness and marketing strategy.

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APPROACH TO
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Marketing and CRM

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Customer

Management (MSC)

Ausgehend von

einer Fallstudie

nanalyse

erfolgreicher Fi

nanzdienstleistu

ngsnetzwerke

analysiert Malte

Geib kooperative

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in 2003 The

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Relationship

*positive buyer-
seller*

relationship

*on
the profits and
customer*

*retention of any
company should
never be*

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*provides new and
challenging*

*findings
important to*

*anyone involved
with buyer-*

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*relationships,
brought together
in one volume.*

*This multidiscip-
linary*

*collection of
studies reaches*

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*beyond basic
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*strategies to
provide a broad
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theory to

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innovative

methodologies

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*and forecasts
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extensively
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figures to
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concepts and
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*Future of
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include:

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interaction

customer trust,

satisfaction,

and loyalty

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Marketing gives the most recent information essential for researchers, educators, students, and professionals in customer relationship marketing.

Customer Relationship Management,

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Fourth Edition
continues to be
the go-to CRM
guide explaining
with unrivalled
clarity what CRM
is, its uses,
benefits and
implementation.
Buttle and
Maklan take a
managerial
perspective to
track the role

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Relationship

of CRM

Management

throughout the

customer journey

Marketing

of acquisition,

retention and

development.

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managerially

relevant, the

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liberally

illustrated with

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examples of

technology

applications

that support

marketing, sales

and service

teams as they

interact with

customers, but

assumes no deep

technical

knowledge on the

reader's part.

The book is

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*structured
around three
core types of
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managers

involved in CRM

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relationship

management (CRM)

is one of the

hot topics in

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information

systems today.

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Management

Integrating

Marketing

relationship management is a business strategy that provides the enterprise with a complete, dependable, and integrated view of its customer base. A CRM system brings together lots of pieces of

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Management

Integrating

Marketing

*information
about customers,
sales, market
trends,
marketing
effectiveness
and
responsiveness.*

*CRM helps
companies
improve the
profitability of
their
interactions*

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Customer

Relationship

Management

Integrating

Marketing

*with customers
while at the
same time making
those
interactions
appear
friendlier
through individu
alization. CRM's
purpose is to
enhance customer
satisfaction and
retention by
alignment of*

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Relationship

customer

Management

business

Integrating *processes with*

Marketing *technology*

integration. As

the Internet and

digital

technology

change the ways

business is

conducted, the

academic

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Management (CRM)

- Systeme

"Many marketing

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Relationship

people still

Management

pursue

Integrating

interactive

Marketing

sales solely

for their

immediate cash

return rather

than the

contribution

they can also

make to brand

values - hence

'loyalty'

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programmes

Management

which have

Integrating

nothing to do

Marketing

with real

loyalty. No-one

who has read

this highly

readable and

significant

book would ever

make that

expensive

mistake." Sir

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*Martin Sorrell,
Chief Executive
WPP GROUP PLC*

*"A wise and
thoughtful book
by an author
who understands
to the core
that customer
relationship
management is
about human
connections."*

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Relationship

Leonard L.

Management

Berry

Distinguished

Professor of

Marketing,

Texas A&M

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author

of Discovering

the Soul of

Service

In this era of

customer

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*sovereignty,
the key to
success is to
be customer-
centric to the
core and divert
optimum
resources
towards
identifying the
right customers
and catering to
their service*

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needs so as to leverage the relationship with a long-term

perspective. In the fierce marketplace, the prime factor that will prove to be a

sustainable

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*differentiator
is customer
loyalty.*

*Marketers must
connect with
the customers -
inform,
engaging and
energizing them
in the process
to capture the
customers and
win over the*

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competition.

*This book will
give an insight
into such*

*aspects of CRM
and help an
organization to
develop an apt
strategy and
build an
infrastructure
that absolutely
must be in*

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*place before
they can begin
to understand
the customers
and start
delivering
effective
loyalty
programs. It
emphasizes on
the fact that
the loyalty is
built on trust*

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which results from the total experience that a customer has with your organization throughout the customer lifecycle. This book will primarily cater to the management

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*students who
are aspiring
managers keen
to explore the
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will provide
them with an
insight into*

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*planning to
invest in a*

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program. I hope

that we will be

able to build a

relationship

through my

investment in

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book and your

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*investment in
reading it.*

*Since a
relationship is
two-way, I hope
that we can
benefit from
each other's
experiences. I
would be glad
to hear from
you, please do
share your*

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*and why it can
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cycle stages of

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or*

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The research

questions are

broken into a

number of

purposes.

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Generally, the study's principal purpose is to ensure the successful CRM adoption into firms. Therefore, it is necessary to consider carefully from the very first step, formulating a CRM strategy. According to the

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consulting point of view, constraints are significant factors in creating a strategy. It is said that the study is expected to help firms identify the core constraints, understand and analyze them thoroughly. The

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next step is to categorize these findings into groups which make them clarified and reusable.

Afterwards, the discovered classification will establish a grounded foundation for

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analyzing real-life CRM projects. The practical information is collected for two main reasons. First, it is used to prove the theoretical breakthroughs. Second, the analyzed result itself will

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contribute to the success of studied CRM projects. This is not only a confirmation for literature but also a practical contribution.

In today's competitive marketplace, customer relation

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ship management is critical to a company's profitability and long-term success. To become more customer focused, skilled managers, IT professionals and marketing executives must

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understand how to
build profitable
relationships with
each customer
and to make
managerial
decisions every
day designed to
increase the
value of a
company by
making
managerial

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decisions that will grow the value of the customer base. The goal is to build long-term relationships with customers and generate increased customer loyalty and higher margins. In Managing

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definitive
overview of what

it takes to keep

customers

coming back for

years to come.

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framework for

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shipmanagement,

Managing

Customer

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incorporate many
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they are best

known for,
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