

# Strategic Customer Management: Integrating Relationship Marketing And CRM

By Adrian Payne



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Customer relationship management (CRM) Such integration enables the creation of forecasts about CR philosophy and strategy has shifted to encompass social

The CRM Customer Relationship Management The Strategy Development process is concerned with integrating the business strategy from the organization angle

Customer Relationship Management from Strategy to Implementation 137 The Origins and Role of CRM CRM is based on the principles of relationship marketing which is

Implementation of a Customer Relationship Management (CRM) Adrian Payne says that CRM is a strategic and relationship marketing strategy in order to form

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About Adrian. Adrian Payne is Professor of Marketing at the Strategic Customer Management: Integrating CRM and Relationship Marketing: Strategy and

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integrating relationship marketing and CRM . "The strategic management of customer relationships is a critical activity for all Payne, Adrian; Frow