Strategic Customer Relationship Management in the Age of Social Media

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

Amir Khanlari (University of Tehran, Iran)

Description:
In today's society, organizations are looking to optimize potential social interactions and increase familiarity with customers by developing relationships with various stakeholders through social media platforms.

Strategic Customer Relationship Management in the Age of Social Media provides a variety of strategies, applications, tools, and techniques for corporate success in social media in a coherent and conceptual framework.

This publication provides an advanced and categorized variety of strategies, applications, and tools for successful Customer Relationship Management including, but not limited to, social CRM strategies and technologies, creation and management of customers' networks, customer dynamics, social media analytics, customer intelligence, word of mouth advertising, customer value models, and social media channel management.

Readers:
In this book, upper-level students, interdisciplinary researchers, academicians, professionals, practitioners, scientists, executive managers, and consultants of marketing and CRM in profit and non-profit organizations will find the resources necessary to


Topics Covered:
- Creation and Management of Customers' Networks
- Customer Dynamics
- Customer Intelligence
- Data Mining
- Experience Analytics
- Social CRM Strategies
- Social CRM Technologies
- Social Media Channel Management
- WOM Advertising

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