Successful Customer Relationship Management Programs and Technologies: Issues and Trends

Riyad Eid (UAE University, UAE)

The field of Customer Relationship Management (CRM) has broadened greatly in recent years as technological applications have expanded.

Successful Customer Relationship Management Programs and Technologies: Issues and Trends offers the latest research and developments for researchers, practitioners, and academics alike. This volume contains case studies, methodologies, frameworks, and architectures, and generally the cutting edge in research within the field of customer relationship management. In order to stay abreast of the latest updates in the field, a volume like this serves as a reference book and handbook for semantics and follow-through for managers and decision-makers.

Topics Covered:
- Marketing
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- Social media
- Business intelligence
- Business relationship management
- Database marketing
- Data mining
- Supplier relationship management
- Sales intelligence

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