Customer-Centric Marketing Strategies: Tools for Building Organizational Performance

As customer orientation continues to gain importance in the marketing field, there has been a growing concern for organizations to implement effective customer-centric policies.

This book will discuss how to improve the organization's financial and marketing performance.

Topics Covered:
• Behavioral Branding
• Critical Success Factors
• Customer-Centric Marketing
• Customer Knowledge Management
• Customer Relationship Management
• Marketing Concepts
• Organizational Marketing Performance
• Relationship Management

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Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

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