Teaching through cases has been a preferred mode of teaching in management schools for a fairly long time. One of the problems management faculty face is finding cases that are exciting, relevant to their subjects, and topical. This requires a constant influx of new cases. Since only a few faculty members in a few schools write them, it is difficult to find what you need.

I am very happy that my faculty colleagues at IMT have chosen to publish this edited collection of cases that will be useful to those faculty who teach customer-oriented courses. In most business schools, a large number of students elect to take courses in marketing. This collection contains material useful to almost every area within marketing including CRM, consumer behavior, and many related areas such as technology used in customer interface (cloud computing) or strategic management, which also has an impact on management of customers and their retention.

While an individual faculty member can choose what he wants to out of this collection, it is possible that multiple faculty members from a Business School will find some of their needs fulfilled through the collection of cases from diverse countries that this book contains. Students may also find this a useful reference to learn more about the subjects covered.

Here is to wishing the authors of this edited volume and the authors of individual cases great success with this unique endeavour. IMT has always been at the forefront in encouraging such creative ventures, and will continue to do so.

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