

# Client Relationship Management Using Relationship Management And Project Service Excellence To Create A Competitive Advantage

Service Excellence Ruth N. Bolton 2016-04-18 The Customer Experience is the sensory, cognitive, emotional, social and behavioral dimensions of all activities that connect the customer and the organization over time across touch points and channels. It encompasses all activities involving the customer where the organization is the focal object, including pre-purchase activities (such as exposure to a website ad), and purchase, consumption, and engagement behaviors (blogging, sharing photos). This book analyzes the challenges of creating excellent customer experiences, including the management of technology and new media. It describes how customers co-produce and co-create their experiences, and how these activities influence business revenues and costs. The book takes a deep dive into the psychology of customers, revealing the conceptual building blocks of customer experiences and how they build relationships over time. These ideas provide a business perspective on how to manage relationships with customers to generate cash flows and profitability, including the role of pricing.

*Firm Competitive Advantage Through Relationship Management* Bartosz Deszczyński 2021-03-25 Relationship management (RM) is an essential part of business, but its success as a business model can be hard to measure, with some firms embracing a model that is truly relationship-orientated, while others claim to be relationship-orientated but in fact prefer transactional short-term gain. This open access book aims to develop a mid-range theory of relationship management, examining truly relationship-orientated firms to discover not only what qualities these firms have that make them successful at the RM model, but also what benefits this model has for the firm. It addresses questions like how RM-mature companies achieve and sustain competitive advantage, and what determines the scale and scope of these firms, illustrating with case studies. This book will be of interest to scholars studying leadership and strategy, especially those interested in relationship management, business ethics and corporate social responsibility. It will also be of interest to professionals looking to develop their understanding of relationship management.

*Disruptive Innovation and Emerging Technologies for Business Excellence in the Service Sector* Vipin Nadda 2022-03-11 The book provides an in-depth understanding of various dimensions of scope of disruptive business innovation, to help readers understand the contributions and implications of disruptive technology, and aid in trend forecasting, design thinking and its applications, and the role of data mining & predictive analysis in today's business world.

**Key Account Management** Joel Le Bon 2015-05-07 Now more than ever, companies are faced with a critical and challenging truth. Today's customer is demanding more attention, superior service, and the expertise of a dedicated sales team. Suppliers must make difficult choices to determine how to allocate limited resources, including which customers receive the highest level of service. Increasingly, supply side organizations are working to design and implement key account programs to meet or exceed these expectations. Key account management is a specific business strategy that involves complex sales processes, large-scale negotiations, and the alignment of multiple internal and external stakeholders. This multi-pronged process is anything but straightforward, and the business world is filled with examples of key account programs that have not achieved the expected results. This book addresses the strategic challenges facing top executives and sales leaders as they build strategies to better manage their key accounts. By leveraging up-to-date research, testimonials drawn from interviews with experienced practitioners, best practices of successful companies, along with straightforward practical guidelines for executives and sales leaders, this book can serve as an instruction manual and

toolbox for organizations working to achieve success through their key account strategies to meet the demand of their key customers.

Customer Relationship Management Lakshman Jha 2008 A managers, whether brand-new to their positions or well established in the corporate hierarchy, can use a little brushing-up now and then. As customer loyalty increasingly becomes a thing of the past, customer relationship management (CRM) has become one today's hottest topics. Customer relationships management: A strategic approach supplies easy-to-apply solutions to common CRM problems, including how to maximize impact from CRM technology, which data warehousing techniques are most effective and how to create and manage both short-and long-term relationships. This book acquaints student focuses on the strategic side of customer relationship management. The text provides students with and understanding of customer relationship management and its applications in the business fields of marketing and sales.

BRW. 2005

**Knowledge Driven Service Innovation and Management: IT Strategies for Business Alignment and Value Creation** Chew, Eng K.

2012-11-30 "This book provides a comprehensive collection of research and analysis on the principles of service, knowledge and organizational capabilities, clarifying IT strategy procedures and management practices and how they are used to shape a firm's knowledge resources"--Provided by publisher.

**Customer Relationship Management** Francis Buttle 2009 This title presents an holistic view of CRM, arguing that its essence concerns basic business strategy - developing and maintaining long-term, mutually beneficial relationships with strategically significant customers - rather than the operational tools which achieve these aims.

Customer Intimacy Fred Wiersema 1998 Originally published in 1987, this paperback, from the author of THE DISCIPLINE OF MARKET LEADERS demonstrates how companies can profit from establishing more co-operative customer-supplier relationships and describes how customer intimacy works, how to implement it and what pitfalls to look out for. Illustrated with examples from top companies.

Accelerating Customer Relationships Ronald S. Swift 2001 Preface Corporations that achieve high customer retention and high customer profitability aim for: The right product (or service), to the right customer, at the right price, at the right time, through the right channel, to satisfy the customer's need or desire. Information Technology—in the form of sophisticated databases fed by electronic commerce, point-of-sale devices, ATMs, and other customer touch points—is changing the roles of marketing and managing customers. Information and knowledge bases abound and are being leveraged to drive new profitability and manage changing relationships with customers. The creation of knowledge bases, sometimes called data warehouses or Info-Structures, provides profitable opportunities for business managers to define and analyze their customers' behavior to develop and better manage short- and long-term relationships. Relationship Technology will become the new norm for the use of information and customer knowledge bases to forge more meaningful relationships. This will be accomplished through advanced technology, processes centered on the customers and channels, as well as methodologies and software combined to affect the behaviors of organizations (internally) and their customers/channels (externally). We are quickly moving from Information Technology to Relationship Technology. The positive effect will be astounding and highly profitable for those that also foster CRM. At the turn of the century, merchants and bankers knew their customers; they lived in the same neighborhoods and understood the individual shopping and banking needs of each of their customers. They practiced the purest form of Customer Relationship Management (CRM). With mass merchandising and franchising, customer relationships became distant. As the new millennium begins, companies are beginning to leverage IT to return to the CRM principles of the neighborhood store and bank. The customer should be the primary focus for most organizations. Yet customer information in a form suitable for marketing or management purposes either is not

available, or becomes available long after a market opportunity passes, therefore CRM opportunities are lost. Understanding customers today is accomplished by maintaining and acting on historical and very detailed data, obtained from numerous computing and point-of-contact devices. The data is merged, enriched, and transformed into meaningful information in a specialized database. In a world of powerful computers, personal software applications, and easy-to-use analytical end-user software tools, managers have the power to segment and directly address marketing opportunities through well managed processes and marketing strategies. This book is written for business executives and managers interested in gaining advantage by using advanced customer information and marketing process techniques. Managers charged with managing and enhancing relationships with their customers will find this book a profitable guide for many years. Many of today's managers are also charged with cutting the cost of sales to increase profitability. All managers need to identify and focus on those customers who are the most profitable, while, possibly, withdrawing from supporting customers who are unprofitable. The goal of this book is to help you: identify actions to categorize and address your customers much more effectively through the use of information and technology, define the benefits of knowing customers more intimately, and show how you can use information to increase turnover/revenues, satisfaction, and profitability. The level of detailed information that companies can build about a single customer now enables them to market through knowledge-based relationships. By defining processes and providing activities, this book will accelerate your CRM "learning curve," and provide an effective framework that will enable your organization to tap into the best practices and experiences of CRM-driven companies (in Chapter 14). In Chapter 6, you will have the opportunity to learn how to (in less than 100 days) start or advance, your customer database or data warehouse environment. This book also provides a wider managerial perspective on the implications of obtaining better information about the whole business. The customer-centric knowledge-based info-structure changes the way that companies do business, and it is likely to alter the structure of the organization, the way it is staffed, and, even, how its management and employees behave. Organizational changes affect the way the marketing department works and the way that it is perceived within the organization. Effective communications with prospects, customers, alliance partners, competitors, the media, and through individualized feedback mechanisms creates a whole new image for marketing and new opportunities for marketing successes. Chapter 14 provides examples of companies that have transformed their marketing principles into CRM practices and are engaging more and more customers in long-term satisfaction and higher per-customer profitability. In the title of this book and throughout its pages I have used the phrase "Relationship Technologies" to describe the increasingly sophisticated data warehousing and business intelligence technologies that are helping companies create lasting customer relationships, therefore improving business performance. I want to acknowledge that this phrase was created and protected by NCR Corporation and I use this trademark throughout this book with the company's permission. Special thanks and credit for developing the Relationship Technologies concept goes to Dr. Stephen Emmott of NCR's acclaimed Knowledge Lab in London. As time marches on, there is an ever-increasing velocity with which we communicate, interact, position, and involve our selves and our customers in relationships. To increase your Return on Investment (ROI), the right information and relationship technologies are critical for effective Customer Relationship Management. It is now possible to: know who your customers are and who your best customers are stimulate what they buy or know what they won't buy time when and how they buy learn customers' preferences and make them loyal customers define characteristics that make up a great/profitable customer model channels are best to address a customer's needs predict what they may or will buy in the future keep your best customers for many years This book features many companies using CRM, decision-support, marketing databases, and data-warehousing techniques to achieve a positive ROI, using customer-centric knowledge-bases. Success begins with understanding the scope and processes involved in true CRM and then initiating appropriate actions to create and move forward into the future. Walking the talk differentiates the perennial ongoing winners. Reinvestment in success generates growth and opportunity. Success is

in our ability to learn from the past, adopt new ideas and actions in the present, and to challenge the future. Respectfully, Ronald S. Swift Dallas, Texas June 2000

*Handbook of Research on Technology Applications for Effective Customer Engagement* Mohd Suki, Norazah 2020-09-04 In the challenging digital economy, bridging the gap between the external stakeholder and business entities through effective applications of technology carries more importance than ever before. By building a strong online presence and maintaining a long-lasting relationship with valuable customers through high-quality customer experience, companies continue to thrive during this digital age. The Handbook of Research on Technology Applications for Effective Customer Engagement is a pivotal reference source that provides vital research on the utilization of the best research practices for consumer satisfaction and loyalty. While highlighting topics such as target marketing, consumer behavior, and brand equity, this publication explores the applications of modern technology in marketing as well as recent business activities of international companies. This book is ideally designed for business professionals, practitioners, marketers, advertisers, brand managers, retailers, managers, academics, researchers, and graduate-level students.

*The Effect of Information Technology on Business and Marketing Intelligence Systems* Muhammad Alshurideh 2023-03-12 Business shapes have been changed these days. Change is the main dominant fact that change the way of business operations running. Topics such as innovation, entrepreneurship, leadership, blockchain, mobile business, social media, e-learning, machine learning, and artificial intelligence become essential to be considered by each institution within the technology era. This book tries to give additional views on how technologies influence business and marketing operations for insuring successful institutions survival. The world needs to develop management and intelligent business scenario plans that suite a variety of crisis appears these days. Also, business and marketing intelligence should meet government priorities in individual countries and minimise the risk of business disruptions. Business intelligence - the strategies and technology companies that use it to collect, interpret, and benefit from data - play a key role in informing company strategies, functions, and efficiency. However, being essential to the success, many companies are not taking advantage of tools that can improve their business intelligence efforts. Information technology become a core stone in business. For example, the combination of machine learning and business intelligence can have a far-reaching impact on the insights the company gets from its available data to improve productivity, quality, customer service and more. This book is important because it introduces a large number of chapters that discussed the implications of different Information technology applications in business. This book contains a set of volumes which are: 1- Social Marketing and Social Media Applications, 2- Social Marketing and Social Media Applications, 3- Business and Data Analytics, 4- Corporate governance and performance, 5- Innovation, Entrepreneurship and leadership, 6- Knowledge management, 7- Machine learning, IOT, BIG DATA, Block Chain and AI, 8- Marketing Mix, Services and Branding.

**CIO** 2006-04-15

**Handbook of CRM** Adrian Payne 2012-07-26 Customer Relationship Management is a holistic strategic approach to managing customer relationships to increase shareholder value, and this major Handbook of CRM gives complete coverage of the key concepts in this vital field. It is about achieving a total understanding of the concepts that underlie successful CRM rather than the plethora of systems that can be used to implement it. Based on recent knowledge, it is underpinned by: \* Clear and comprehensive explanations of the key concepts in the field \* Vignettes and full cases from major businesses internationally \* Definitive references and notes to further sources of information on every aspect of CRM \* Templates and audit advice for assessing your own CRM needs and targets The most lucid, comprehensive and important overview of the subject and an invaluable tool in enabling the connection of the major principles to the real world of business.

Advertising and Branding: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2017-01-06 Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Modern Industrial Services Shaun West 2022 This open access book is an outcome of several years of research, practice, and teaching experience of the authors on the challenges that underpin the successful switch to services for manufacturing firms. Ideal for a student as well as a practitioner, the book describes the industrial services ecosystem, the barriers and challenges, and a roadmap for building service excellence. Curated cases are used to describe the current approaches in practice to overcome the barriers. The book also provides several tools, each with a short introduction, that the authors have used successfully in projects to help overcome the servitization barriers. Many of these tools are from management, design thinking, or service design. The service excellence roadmap is based on the development methodology and helps current and future business leaders to create their own individual roadmaps.

**Implementing SAP CRM** Vivek Kale 2014-12-03 In today's competitive business environment, most companies realize that the better they can manage their customer relationships, the more successful they will become. Customer Relationship Management (CRM) software systems are key tools for companies to manage the customer-facing processes of their businesses. However, many companies have resisted

**Principles of Management** S. Soundaian 2019-06-04 Management today has become a strategic function in view of frequently occurring economic cycle changes on a global scale resulting in loss of millions of customers and jobs. The recessionary trend also has become a prolonged one which has necessitated the application of more mind to this problems. Although some argue that recession is an opportunity and it should be properly exploited, we cannot agree with this argument and lead our ears to those people.

**The Networked Supply Chain** Charles C. Poirier 2003-09-15 Until now supply chain networks were merely a vision. This ground breaking book describes how to use new proven state-of-the-art Business Process Management Technology to create and dramatically increase Network Supply Chain Management for maximizing speed, quality, customer collaboration and profits.

**Business Analytics for Sales and Marketing Managers** Gert H. N. Laursen 2011-03-16 Expert guidance on information management for optimum customer intelligence processes Providing essential guidance for information management, this book helps you understand the basics of information management, how to design and launch customer intelligence campaigns, and optimize existing customer intelligence processes. How to align information management with company strategy Examines how to get, grow, and retain valuable customers Discusses how to optimize existing customer intelligence processes Showing you how to make extensive use of data, statistical, and quantitative analysis, explanatory and predictive modeling, and fact-based management to drive decision making, Business Analytics for Customer Intelligence provides you with the tools your business needs to optimize you data driven processes.

*Debates in Information Technology*: Amy J. Connolly 2015 The purpose of this book is to highlight major debates in Information Technology ("IT") that might be of interest to fledgling MIS students to help them get a sense of the big ideas in their field. This book is intended for graduate and undergraduate audiences but is easily accessible to practitioners and students alike. Each big idea is presented as a resolution for discussion, one per

chapter, and each chapter opens with a broad overview of the resolution, followed by pro and con discussions weighing the merits of the issue. These informative chapters should help students quickly get up to speed on the facts of the issue in order to stimulate more fruitful class discussion. Chapters were authored and reviewed entirely by graduate students as part of an online class project spanning two semesters from 2013 to 2014. Over 80 students contributed to writing it. Faculty editorship enhanced the chapters' consistency and where necessary, smoothed the writing style. As a whole, this work embodies an important achievement for which these students should be commended. It shows (once again) just how capable students really are.

*Business Perseus Publishing 2002-08-15* A landmark in reference publishing, this resource covers virtually every aspect of the world of business. It contains clear concise text plus profiles of 150 countries and biographies of management pioneers. Includes 150 maps and 700 illustrations.

**Customer Relationship Management** Francis Buttle 2015-02-11 Customer Relationship Management Third Edition is a much-anticipated update of a bestselling textbook, including substantial revisions to bring its coverage up to date with the very latest in CRM practice. The book introduces the concept of CRM, explains its benefits, how and why it can be used, the technologies that are deployed, and how to implement it, providing you with a guide to every aspect of CRM in your business or your studies. Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of disciplines including IS, HR, project management, finance, strategy and more. Buttle and Maklan, clearly and without jargon, explain how CRM can be used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice. NEW TO THIS EDITION: Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout, including new content on: Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing, sales and service automation Customer self-service technologies Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is also essential to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management.

Customer Relationship Management Strategies in the Digital Era Nasir, Süphan 2015-03-31 In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. Customer Relationship Management Strategies in the Digital Era blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society.

**Strategic Supply Management** Robert J. Trent 2007-07-15 Dr. Trent presents a framework for achieving sustainable competitive advantages in price and cost, quality, cycle time, technology, flexibility, and customer responsiveness through progressive strategy supply management leadership. Delivering BPM Excellence Layna Fischer 2011-11-01 This book publicizes the winning case studies from the annual BPM awards. Now in their 19th year, the Global Awards for Excellence in BPM and Workflow recognize organizations that excel in implementing innovative Business Process Management solutions to meet strategic business objectives.

*Client Relationship Management* David A. Po-Chedley 2001 This book reveals how to truly excel at meeting client needs and lock in future business, client testimonials, increased referrals and client loyalty. Insightful and full of common sense, *Client Relationship Management* sheds new light on managing the six elements of successful client relationship management: The client relationship, relationship/project initiation, planning, implementation, closeout, and application/service plan. The book delivers a wealth of advice from the "real world"; how to define solutions based on the client's history, design a plan that secures ownership from stakeholders, promote strong communication, and orchestrate project closeout to acknowledge individual and team performance.

Daily Graphic Ransford Tetteh 2010-01-15

**Managing Services** Alan Nankervis 2005-10-27 The rapid increase in global services during the last few decades is without doubt one of the most challenging social, cultural, political, and especially economic, forces of our time. Services have supplanted agriculture, manufacturing and resources, as the primary source of international competitive advantage in many countries, providing wealth, employment, and almost unlimited future opportunities for growth, whether in traditional or more innovative forms. This book explores the strategic management of services through an Integrated Services Management Model which links operational, marketing, financial and human resource management functions, within a broad and diverse collection of international, regional, and local service contexts. It contains numerous case examples, student projects and exercises, designed to illustrate common problems and innovative approaches, with a particular focus on the Asia Pacific and Australasian regions.

**ENTERprise Information Systems** Maria Manuela Cruz-Cunha 2011-09-21 This three-volume-set (CCIS 219, CCIS 220, and CCIS 221) constitutes the refereed proceedings of the International Conference on ENTERprise Information Systems, CENTERIS 2011, held in Vilamoura, Portugal, in September 2011. The approx. 120 revised full papers presented in the three volumes were carefully reviewed and selected from 180 submissions. The papers are organized in topical sections on knowledge society, EIS adoption and design, EIS implementation and impact, EIS applications, social aspects and IS in education, IT/IS management, telemedicine and imaging technologies, healthcare information management, medical records and business processes, decision support systems and business intelligence in health and social care contexts, architectures and emerging technologies in healthcare organizations, as well as m-health.

Handbook of Research on Technology Project Management, Planning, and Operations Kidd, Terry T. 2009-05-31 "This book provides a compendium of terms, definitions and explanations of concepts, processes and acronyms that reflect the growing trends, issues, and applications of technology project management"--Provided by publisher.

**Project Management** Jack R. Meredith 2021-10-12 *Project Management: A Managerial Approach*, 11th Edition delivers a practical exploration of proven project management techniques and strategies. With a strong emphasis on real-world application and implementation, the book is perfect for managers and business students seeking an instructive leadership resource. Detailed and accessible chapters offer expert guidance on managing common organizational, economic, interpersonal, and technical disruptions.

**Human Resource Management in Europe** Christian Scholz 2008-07-31 The European Union is expanding. Wide cultural, political and economic differences within the Union have a significant impact on the management of human resources, so crucial to the success of any enterprise. Businesses within the EU have regularly tried to re-evaluate the context in which they work, and for investors from other continents, notably the US and Asia, the potential for expensive mistakes is only too real. In this comprehensive new book, the varied and particular challenges for human resource management in the EU are fully explored. Written in conjunction with the European Association for Personal Management (EAPM), the book offers country-by-country analysis from native authors, assessing the contexts faced by businesses working in thirteen different states: from founding

EU members like France and Germany, to relatively new entrants like Latvia and Poland. The book also includes a chapter on Turkey, an emerging economy currently outside the Union. The key issues are addressed from both theoretical and practical perspectives, whilst each chapter is also complimented by best practice case studies.

Business Web Strategy: Design, Alignment, and Application Al-Hakim, Latif 2008-11-30 "This book addresses the gap in business Web strategy through a collection of concentrated managerial issues, gathering the latest theoretical frameworks, case studies, and research pertaining to maximizing the power of the Web"--Provided by publisher.

**Computerworld** 1999-09-13 For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

*Cases on Information Technology and Organizational Politics & Culture* Khosrow-Pour, D.B.A., Mehdi 2006-04-30 "This book provides a much needed understanding of how management can deal with the impact of politics and culture on the overall utilization of information technology within an organization"--Provided by publisher.

Building Customer-Based Project Organizations Jeffrey K. Pinto 2002-03-14 How to Ensure That the Customer Is Truly Your Number One Priority How do winning organizations such as General Electric, Ericsson, and Nokia use project management to reduce time to market, trim inventory and supplier costs, and minimize obsolescence in their product lines? Why do so many companies fail when trying to do the same? In Building Customer-Based Project Organizations, two inter-nationally recognized project management gurus reveal the secrets behind these fabulous successes. Jeffrey Pinto and Pekka Rouhiainen demonstrate that building and maintaining long-term customer relationships is the key to successful project management, offering a method and an implementation strategy that companies can use to streamline their development and supply chain operations. This manual for success shows project managers how to: Place the customer at the center of the company's operational strategy Use customer needs to drive project development and supply chain management Deliver greater value to the customer and the business Increase efficiency, responsiveness, and profitability By following the clearly stated principles and methodology presented in Building Customer-Based Project Organizations, companies in any business sector can "get it right" the first time and build long-term customer relationships that will continue to increase profitability far into the future.

*Logistics Management* 2005

*The Marketing Book* Michael Baker 2008-09-10 The 6th edition of the best-selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice. Taking into account the emergence of new subjects and new authorities, Michael Baker and the new co-editor Susan Hart have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer. In particular, the 'Marketing Book' now looks at broader range of international issues with a broader group of international contributors. Based, as in previous editions, on seminal articles from thought leaders in each subject the 'Marketing Book 6th edition' is bursting with salient articles. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all students of marketing.

**Loyalty.com** Frederick Newell 2002 Packed with case studies and real-world examples, "loyalty.com" reveals what the latest technology shifts mean to marketers in every field and outlines the fundamentals needed to build customer loyalty that will last.



# Client Relationship Management Using Relationship Management And Project Service Excellence To Create A Competitive Advantage

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