

Marketing Channels A Relationship Management Approach

Marketing Methods to Improve Company Strategy Marcos Fava Neves 2010-01-21 Consolidates over 10 years of academic research and consulting activities developed by the authors. This title is suitable for students of Business Administration and practitioners seeking fresh methods to implement to increase their productivity.

Customer Centric Marketing: The Influences of CRM and the Internet in the Future of Marketing Kimberly Wylie 2009-06 Diploma Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of Phoenix, 64 entries in the bibliography, language: English, abstract: Only a few short generations ago, the global economy was predominated by agricultural and tradesman businesses. Consumers frequented businesses that were close to their physical location, as limited transportation gave them little other feasible choice. Tradesmen provided customizable goods made specifically for their clients needs, on small or individual scales of production. The life cycle of a product, during this era, typically began with a customer order for a product. With the advent of the Industrial Revolution, this quickly changed.

Marketing Channels Barry Berman 1996 This book has a strategic emphasis that focuses on decision making in a changing environment. It presents the latest developments in channels management, including: electronic data interchange, relationship marketing, customer service, wholesaler contacts, parallel importing, legal areas, product recall, recycling, hub-and-spoke distribution, and slotting allowance.

Marketing Channels Lou E. Pelton 1998

Customer Relationship Management Samit Chakravorti 2023-02-23 Customer Relationship Management: A Global Approach provides a uniquely global, holistic, strategic and tactical grounding in managing customer and other stakeholder experiences and relationships across the value chain, cultures and countries. Reflecting the global structures of companies operating today, the author draws on his research knowledge alongside industry and teaching experience to connect Customer Relationship Management (CRM) core concepts, processes and strategies with international business opportunities and challenges, including globalization and cross-cultural marketing. Emphasis is placed on the need for developing cross-cultural skills and cultural intelligence for identifying and fulfilling cross country CRM opportunities, through analytical, strategic, operational and social CRM projects. Written in an accessible style throughout, the eleven chapters provide ample depth to support a full course related to CRM, spanning: · CRM foundations · planning and implementation · managing stakeholder relationships · improving global CRM implementation Wide-ranging case studies include: Royal Bank of Scotland, the Nike hijab, Instagram, HubSpot and the pharmaceutical industry in India. The text will appeal to advanced undergraduate and graduate students studying CRM, Relationship Marketing and International Marketing, as well as CRM and marketing practitioners. Samit Chakravorti is an Associate Professor of Marketing at Western Illinois University in the United States.

Customer Relationship Management Francis Buttle 2004-02-18 Customer Relationship Management: Concepts and Tools is a breakthrough book that makes transparent the complexities of customer relationship management. The book views customer relationship management as the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to targeted customers at a profit. Customer relationship management is grounded on high quality customer data and enabled by information technology. The book is a comprehensive and fully developed textbook on customer relationship management . Although, it shows the roles of customer data and information technology in enabling customer relationship management implementation, it does not accept that customer relationship management is just about IT. Rather it is about an IT- and data-enabled approach to customer acquisition, customer retention and customer development. Because customer relationship management is a core business strategy the book demonstrates how it has influence across the entire business, in areas such as strategic, marketing, operations, human resource, and IT management. Customer relationship management 's influence also extends beyond the company to touch on partner and supplier relationships. An Instructor's PowerPoint pack is available to lecturers who adopt the book. Accredited lecturers can download this by going to <http://books.elsevier.com/manuals?isbn=075065502X> to request access.

Marketing Channels Lou E. Pelton 1997-01 This text uses the relationship marketing perspective. A Channels Relationship Model (CRM) has been created by the authors which is the guiding framework for the book. It includes: coverage of global and ethical issues; cases, including S.C. Johnson & Son Limited, Procter & Gamble Co, Ito-Yokado Company, Norsk Kjem A/S, Sony Corporation and Nike, Inc; readings which bridge the theory with real-world applications; profiles of practitioners in a variety of channel roles including franchising, logistics, retail distribution and wholesaling; and key terms, chapter summaries, open-ended questions and review questions.

Handbook of Research on Distribution Channels Charles A. Ingene 2019 Distribution channels are the most complex element of the marketing mix to fully grasp and to profitably manage. In this Handbook the authors present cutting-edge research on channel management and design from analytical, conceptual, and empirical perspectives. The breadth of this Handbook makes it appropriate for use in a doctoral course on distribution channels, or as a knowledge-broadening resource for faculty and researchers who wish to understand types of channels research that are outside the scope of their own approach to distribution.

Augmented Customer Strategy Gilles N'Goala 2019-04-26 Digital transformation is shaping a new landscape for businesses and their customers. For marketing professionals, advancing technology (artificial intelligence, robots, chatbots, etc.) and the explosion of personal data available present great opportunities to offer customers experiences that are ever richer, more fluid and more connected. For customers, this ecosystem is synonymous with new roles. They are more autonomous and have power alongside the company: they influence, innovate, punish and more. These developments push companies to implement new customer strategies. It is in this context, marked by pitfalls and paradoxes, that the authors of this book reflect on the customer relationship, what it has become and what it will be tomorrow. The book provides practitioners, teacher-researchers and Master's students with a state of the art and a prospective vision of customer relations in a digital world. It is aimed at those who want to gain an up-to-date understanding of the field and find all the keys needed to project themselves into the future.

Channel sales and management in distribution Robert Hastings 2011-05-09 OVERVIEW Distribution is the largest business in the world! It is bigger than mining or food or clothing and this book offers valuable insight and information regarding how to be a successful sales professional and manager in a channel business. Channel is the market layers through which distribution takes place and this book is designed to give the necessary skills in the distribution and channel market on sales and management with a rounded view of the required skills and knowledge. What makes this book unique is the insight and experience of the author who has been involved in the distribution market for over 30 years and he understands what makes it work and what makes a successful channel sales person and manager. This book Successful Channel Sales in Distribution offers a range of informative chapters which will guide you through distribution systems and the multi layers from the distributor down to the Value Added Reseller, System Integrators, Agents and appointed representatives. The book reviews the all important 80/20 principle in setting up a national channel market. Successful Channel sales reviews distribution partners and how they work, how relationship management works and what is the most successful and tried methods in partner retention programs. Several of the chapters are devoted to understanding the sales drivers in distribution channels and how to maximise the earnings and capability in your market of choice. The book offers advice on how to understand the role of marketing and promotions including the 'push and pull' effect on the distributor to the reseller. There are sections on finance and 'channel metrics' as well as human resources and overall channel management techniques. How can you be successful within a channel structure? Who are the significant players in a channel structure and

what skills do you need to understand and drive channel sales? All these questions are answered with informative advice on how to succeed and progress in a distribution market business. This book offers a professional approach in how to create a long term career in the channel business no matter if the distribution is aircraft or widgets! If you want to understand a channel sales cycle, relationship management, marketing and promotions, human resource, stockholding and the financial side of credit and credit management these subjects are all listed in easy to understand jargon and how each interlinks in the distribution chain. If you want to understand channel or you are an educated channel manager this is the book for you as it is written for those seeking a better understanding of channel management and sales expertise or are looking for a role in distribution.

Customer Relationship Management: A Strategic Approach Denise Lopez 2021-11-16 Customer relationship management is concerned with managing a firm's association with current and prospective consumers. It seeks to improve business relationships with customers by using data analysis of customers' history with a company. It particularly focuses on customer retention in order to boost sales. The systems which compile data from varied communications channels form an integral part of customer relationship management. A few of these communication channels are telephone, email, marketing materials, live chat and social media. The main function of customer relationship management is to help companies understand their target audiences so that they can cater to their needs more efficiently. This textbook aims to shed light on some of the unexplored aspects of customer relationship management. While understanding the long-term perspectives of the topics, it makes an effort in highlighting their impact as a modern tool for the growth of the discipline. This book will provide comprehensive knowledge to the readers.

The Manager's Guide to Distribution Channels Linda Gorchels 2004-05-07 Understanding distribution -- Forces shaping channel strategy -- Supply chain management -- Legal issues and the reseller contract -- Clarifying requirements -- Channel design -- International channel design -- Selecting suitable channel partners -- Understanding the distributors world -- Establishing mutual performance expectations -- Improving channel effectiveness -- Monitoring performance and adjusting plans.

Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector Tanja Walker 2004-07-16 Inhaltsangabe: Abstract: This thesis discusses the validity of Customer Relationship Management for luxury skin care brands in the selective cosmetics sector. Luxury skin care brands face limitations in applying CRM strategies due to their selective distribution strategy. The value of CRM is determined by analyzing communication tools, CRM opportunities and limitations. The example of Club Biotherm, a luxury skin care brand's customer loyalty program, illustrates the findings, and recommendations are made in order to successfully implement a CRM strategy. Key Words: Customer value, Customer segmentation, Customer loyalty, Communication tools, Direct Marketing, Customer loyalty programs, Channel conflict management. Zusammenfassung: In der vorliegenden Diplomarbeit wird die Gültigkeit von Customer Relationship Management für Luxusmarken der Selektiven Kosmetik untersucht. Bei der Umsetzung von CRM Strategien werden Luxuskosmetikmarken mit Grenzen konfrontiert, welche durch das selektive Vertriebssystem entstehen. Die Wertigkeit von CRM wird anhand der Kommunikationsmaßnahmen, Chancen und Grenzen analysiert. An dem Beispiel des Club Biotherm, einem Kundenbindungsinstrument einer selektiven Luxuskosmetikmarke, werden die Ergebnisse erläutert sowie Handlungsempfehlungen entwickelt, um eine CRM Strategie erfolgreich durchzuführen. Schlüsselbegriffe: Kundenwert, Kundensegmentation, Loyalität, Kommunikationsmaßnahmen, Direkt Marketing, Kundenbindungsprogramme, Vertriebsmanagement. Inhaltsverzeichnis: Table of Contents: ABSTRACT I LIST OF ABBREVIATIONS III TABLE OF CONTENTS IV LIST OF FIGURES AND TABLES VI APPENDIX VII 1. INTRODUCTION 1 1.1 PROBLEM AND OBJECTIVE 1 1.2 STRUCTURE 2 2. CORNERSTONES OF CUSTOMER RELATIONSHIP MANAGEMENT 3 2.1 IMPORTANT CUSTOMER RELATIONSHIP MANAGEMENT FACTORS 4 2.1.1 Customer Value 4 2.1.2 Customer Segmentation 6 2.1.3 Customer Loyalty 9 2.2 COMMUNICATION TOOLS WITHIN A CRM STRATEGY 15 2.2.1 Communication Channels 15 2.2.2 Customer Loyalty Programs 18 3. CRM ANALYSIS IN THE LUXURY SKIN CARE MARKET 21 3.1 THE LUXURY SKIN CARE MARKET 21 3.2 RESEARCH QUESTION AND RESEARCH DESIGN 23 3.3 DATA COLLECTION AND INTERVIEW DESIGN 25 3.4 LIMITATIONS IN THE CHOSEN APPROACH 27 3.5 RESULTS OF THE CRM ANALYSIS 27 4. INTERPRETATION OF THE CRM ANALYSIS IN THE LUXURY SKIN CARE MARKET 31 4.1 INTERPRETATION OF COMMUNICATION TOOLS 31 4.1.1 Case study Club Biotherm 31 4.1.2 Direct Mail 33 4.1.3 Telemarketing 34 4.1.4 E-Mail Marketing 35 4.1.5 Online [...]

CUSTOMER RELATIONSHIP MANAGEMENT KAUSHIK MUKERJEE 2007-07-25 "This textbook on CRM, a new approach to marketing, is comprehensive and managerially very useful. Its case studies with a mixture of Indian and non-Indian cases, are extremely interesting and will be fun for students to learn and for instructors to teach." JAGDISH N. SHETH, Professor of Marketing, Emory University This straightforward and easy-to-read text provides students of management and business studies with a thorough understanding of fundamental abilities and strategies that lead to the successful implementation of practice of CRM (Customer Relationship Management), regarded as the wonder solution to all the problems encountered by marketers. To cope with the increasing intensity of competition, necessitating a drive towards enhancement of customer satisfaction, the book emphasizes the need for integration and coordination along the value chain to effectively and efficiently manage customers. The book focuses on best practices in CRM and illustrates along the way through several interesting case studies how CRM has been used in various industries to build relationships with customers. The book also provides a solid grounding in tools, techniques and technologies used in CRM and explains in detail the power of eCRM to help companies make their vision of CRM a reality. The text is intended for students of MBA, PGDM (Postgraduate Diploma in Management), and PGPBA (Postgraduate Programme in Business Administration). Besides, this book is a useful reference for managerial and marketing professionals. KEY FEATURES □ Provides insight into contemporary developments in CRM □ Cites Indian as well as global examples □ Offers case studies on Indian and global companies to highlight the use of CRM

Marketing Channel Strategy Robert W. Palmatier 2019-07-11 Marketing Channel Strategy: An Omni-Channel Approach is the first book on the market to offer a completely unique, updated approach to channel marketing. Palmatier and Sivadas have adapted this classic text for the modern marketing reality by building a model that shows students how to engage customers across multiple marketing channels simultaneously and seamlessly. The omni-channel is different from the multi-channel. It recognizes not only that customers access goods and services in multiple ways, but also that they are likely doing this at the same time; comparing prices on multiple websites, and seamlessly switching between mobile and desktop devices. With the strong theoretical foundation that users have come to expect, the book also offers lots of practical exercises and applications to help students understand how to design and implement omni-channel strategies in reality. Advanced undergraduate and graduate students in marketing channels, distribution channels, B2B marketing, and retailing classes will enjoy acquiring the most cutting-edge marketing skills from this book. A full set of PowerPoint slides accompany this new edition, to support instructors.

Toward Cross-Channel Management Thomas Rudolph 2015-01-01 In the age of cross-channel commerce, successful firms must identify, develop, and implement the right cross-channel services to attract and satisfy their target customers. This book aims to assist multi-channel players to increase their company's performance and enhance their overall value proposition by showing how to select the appropriate cross-channel strategy and how to establish synergies between online and offline channels.

Customer Relationship Management: A Databased Approach Kumar 2009-07 Customer Relationship Management: A Data based Approach offers the promise of maximized profits for today's highly competitive businesses. This innovative book provides readers with the tools and techniques to effectively use CRM. It emphasizes the utilization of database marketing in order to build strong and profitable customer relationships. Kumar first describes how to implement database marketing and then looks at recent advances in CRM applications. Critical marketing issues like optimum resource allocation, purchase sequence, and the link between acquisition, retentions, and profitability are also examined on the basis of empirical findings. · CRM, Database Marketing, and Customer Value · CRM Industry Landscape · Strategic CRM · Implementing the CRM Strategy · Introduction to Customer-Based Marketing Metrics · Customer Value Metrics-Concepts and Practices · Using Databases · Designing Loyalty Programs · Effectiveness of Loyalty Programs · Data Mining · Campaign

Management· Applications of Database Marketing in B-to-C and B-to-B Scenarios· Application of the Customer Value Framework to Marketing Decisions· Impact of CRM on Marketing Channels

Customer Relationship Management Michael Pearce 2021-03-08 CRM first entered the business vocabulary in the early 90's; initially as a systems driven technical solution. It has since escalated in importance as system providers increased their market penetration of the business market and, in parallel, CRM's strategic importance gained more traction as it was recognized that CRM was, at its heart, a business model in the pursuit of sustainable profit. This was accentuated by the academic community stepping up their interest in the subject in the early 2000's. Today, it is a universal business topic which has been re-engineered by the online shopping revolution in which the customer is firmly placed at the center of the business. The current reality, however, is that, for the vast majority of businesses, CRM has not been adopted as a business philosophy and practicing business model. It has not been fully understood and therefore fully embraced and properly implemented. The author addresses this head-on by stripping CRM down into its component parts by delving into and explaining the role and relevance of the C, R, and M in CRM. This is a practical guide but set within a strategic framework. The outcome is clear actionable insights and how to convert them into delivery. It is written in an easily digestible, non-jargon style, with case studies to demonstrate how CRM works. This book can be immediately used as the primary practical reference to guide the development and implementation of a CRM strategy.

Customer Relationship Management Denise Lopez 2020 Customer relationship management is concerned with managing a firm's association with current and prospective consumers. It seeks to improve business relationships with customers by using data analysis of customers' history with a company. It particularly focuses on customer retention in order to boost sales. The systems which compile data from varied communications channels form an integral part of customer relationship management. A few of these communication channels are telephone, email, marketing materials, live chat and social media. The main function of customer relationship management is to help companies understand their target audiences so that they can cater to their needs more efficiently. This textbook aims to shed light on some of the unexplored aspects of customer relationship management. While understanding the long-term perspectives of the topics, it makes an effort in highlighting their impact as a modern tool for the growth of the discipline.

Handbook of Relationship Marketing Jagdish N Sheth 2000 As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the 'core' of all marketing activity. In recent years, there has been an explosive growth in business and academic interest in relationship marketing, yet no comprehensive book has been available to present key concepts, theories, and applications. The editors of this volume have assembled an authoritative and global cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

Customer Relationship Management Dr. Pallavi (Joshi)Kapooria 2017-08-14 In this era of customer sovereignty, the key to success is to be customer-centric to the core and divert optimum resources towards identifying the right customers and catering to their service needs so as to leverage the relationship with a long-term perspective. In the fierce marketplace, the prime factor that will prove to be a sustainable differentiator is customer loyalty. Marketers must connect with the customers - inform, engaging and energizing them in the process to capture the customers and win over the competition. This book will give an insight into such aspects of CRM and help an organization to develop an apt strategy and build an infrastructure that absolutely must be in place before they can begin to understand the customers and start delivering effective loyalty programs. It emphasizes on the fact that the loyalty is built on trust which results from the total experience that a customer has with your organization throughout the customer lifecycle. This book will primarily cater to the management students who are aspiring managers keen to explore the world of endless opportunities of Marketing & Brand Management. It will provide them with an insight into the core concepts of CRM and equip them to successfully mark their corporate debut. This book also intends to cater to the corporate professionals who are planning to invest in a Customer Relationship Management program. I hope that we will be able to build a relationship through my investment in writing this book and your investment in reading it. Since a relationship is two-way, I hope that we can benefit from each other's experiences. I would be glad to hear from you, please do share your experience and feedback at pallavikapooria@gmail.com

The Marketing Book Michael John Baker 2008 Taking into account the emergence of new subjects and authorities, the editors have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer.

Managing Customer Experience and Relationships Don Peppers 2016-11-14 Boost profits, margins, and customer loyalty with more effective CRM strategy *Managing Customer Experience and Relationships*, Third Edition positions the customer as central to long-term strategy, and provides essential guidance toward optimizing that relationship for the long haul. By gaining a deep understanding of this critical dynamic, you'll become better able to build and manage the customer base that drives revenue and generates higher margins. A practical framework for implementing the IDIC model merges theory, case studies, and strategic analysis to provide a ready blueprint for execution, and in-depth discussion of communication, metrics, analytics, and more allows you to optimize the relationship on both sides of the table. This new third edition includes updated examples, case studies, and references, alongside insightful contributions from global industry leaders to give you a well-rounded, broadly-applicable knowledge base and a more effective CRM strategy. Ancillary materials include a sample syllabus, PowerPoints, chapter questions, and a test bank, facilitating use in any classroom or training session. The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives. This book provides a robust foundation in CRM principles and practices, to help any business achieve higher customer satisfaction. Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Identify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer. If your company is to meet performance and profitability goals, effective customer relationship management is the biggest weapon in your arsenal—but it must be used appropriately. *Managing Customer Experience and Relationships*, Third Edition provides the information, practical framework, and expert insight you need to implement winning CRM strategy.

Customer Relationship Management Stanley A. Brown 2000-04-27 Maximize customer satisfaction and maximize your bottom line Over the last decade, too many organizations have assumed that their products or services were so superior that customers would automatically keep coming back for more. But in order to compete effectively in today's marketplace, organizations must change their strategy to become more customer focused, not product focused. Customer Relationship Management (CRM) is the best way to integrate this customer-facing approach throughout an organization. Aimed at understanding and anticipating the needs of an organization's current and potential customers, this innovative book shows how CRM links people, process, and technology to optimize an enterprise's revenue and profits by first providing maximum customer satisfaction. * Covers developing a market-oriented strategy, innovation in products and services, sales and channels transformation, customer relationship marketing, and customer care Stanley A. Brown (Toronto, Canada) is Partner in Charge of the Centre of Excellence in Customer Care at PricewaterhouseCoopers in Toronto.

Customer Relationship Management: A Step H. Peeru Mohamed 2003-01-01 This book succinctly explains the cardinal principles of effective customer relationship management (CRM) [acquiring, retaining and expanding customer base. The concepts, process, techniques, significance and architectural aspects of CRM are dealt in comprehensive manner. The book would serve as a useful source of reference for designing, developing and implementing CRM in any organization.

Customer Relationship Marketing Merlin Stone 2000 Relationship marketing is considered by most major corporations to be one of the keys to unlocking the full power of e-commerce in the 21st century. In order that customers and consumers can be targeted effectively, a lasting relationship with each and every one is required. For this to be effectively achieved, there is a need for long-term strategy and technological

investment. But where do businesses start? This practical guide is designed to set any organization on the path to planning CRM strategy and offers advice to ensure long-term success. This second edition is revised to take account of research since the first edition, and contains examples.

Customer Retention as a Part of Customer Relationship Management of Private Broadcasting Radio Stations Maik Preßler 2008-02-07 Seminar paper from the year 2007 in the subject Business economics - Customer Relationship Management, CRM, grade: 1,7, Technical University of Ilmenau (Institut für Betriebswirtschaftslehre), course: Marketing Vertiefung, 41 entries in the bibliography, language: English, abstract: More and more companies realize the value a customer relationship management can deliver in a long-term perspective. Especially in the service market, the relationship between customer and company is substantial for doing successful business. This could be said for the private radio broadcasting companies, too. As they are part of the service market, their success also depends essentially on relations. Traditional channels as well as the upcoming possibilities of communication over the Internet offer new ways to interact and retain with customers. The radio broadcaster's challenge is to identify the right channel for its customers. This justifies the need for a structured way of implementing customer retention in private broadcasting companies. We are convinced that this could be done through use of the strategic framework. So in the following paper, we examine the question: "How far can a strategic framework for CRM be used as a holistic approach to achieve customer retention in private broadcasting companies?" Therefore, it is necessary to examine both the strategic framework and the private broadcasting radio companies in detail. Afterwards, the framework has to be adjusted to the features of the private roadcasting companies.

Building the Customer-Centric Enterprise Claudia Imhoff 2001-02-19 Strategies for leveraging information technologies to improve customer relationships With E-business comes the opportunity for companies to really get to know their customers--who they are and their buying patterns. Business managers need an integrated strategy that supports customers from the moment they enter the front door--or Web site--right through to fulfillment, support, and promotion of new products and services. Along the way, IT managers need an integrated set of technologies--from Web sites to databases and data mining tools--to make all of this work. This book shows both IT and business managers how to match business strategies to the technologies needed to make them work. Claudia Imhoff helped pioneer this set of technologies, called the Corporate Information Factory (CIF). She and her coauthors take readers step-by-step through the process of using the CIF for creating a customer-focused enterprise in which the end results are increased market share and improved customer satisfaction and retention. They show how the CIF can be used to ensure accuracy, identify customer needs, tailor promotions, and more.

Successful Customer Relationship Marketing Bryan Foss 2001 A handbook on customer relationship marketing. Successful Customer Relationship Marketing explores what companies all over the world are doing and shows what tools and techniques are actually bringing results. It is divided into four parts: Customer Knowledge; Strategy and Technology; Implementation; and Sector Studies.

Relationship Marketing in International Marketing/Sales Channels Tim Hüfner 2008-07 Master's Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Bradford (TiasNimbis Business School), 130 entries in the bibliography, language: English, abstract: This paper intends to contribute to the increasing efforts to dissolve the confusions around relationship marketing (RM). In general, it is to provide evidence to the academic community how RM is operationalised in a to date under-researched setting (namely export channels), and generate practical suggestions to export managers how it may be applied more successfully. In this attempt, the paper reports of a study of relationships between brands (exporters) and international resellers (distributors) in the German sporting goods industry. The study investigated the nature and importance of RM instruments which exporting brands use to leverage relationships for achieving success in foreign markets. Assisting in the exploratory venture, the literature review has lead to the development of an export success model. It provided guidance to the author in his research and will enable the reader to appreciate and classify the research contributions. Finally, this work concludes with the application of the insights of the literature review and the study by proposing a practical management tool, the Export Relationship Management Balanced Scorecard (exRMBSc). It will enable managers and organizations to enhance their relationship management practice and thus helps to solve a frequent issue and crucial problems for many exporting businesses.

Customer Relationship Management Federico Rajola 2013-03-19 Companies and financial institutions are employing operational information systems in an efficient way. While they have consolidated a strong level of knowledge in management information systems, there is still a lack of knowledge on the right way to apply customer relationship management (CRM) systems under a business perspective. Most of the companies are still having problems in evaluating how CRM can meet with the expected results. The level of complexity is perceived both under a technological and organizational point of view. A complete innovation process and heavy change management initiatives should be ensured in order to have effective and successful systems. This book offers a solid theoretical and practical perspective on how to face CRM projects, describing the most appropriate technologies and organizational issues that have to be considered. Some explaining cases have been included as well.

Customer Relationship Management Hazel Nelson 2020-09-22 Customer relationship management refers to an approach for the management of the interaction of a company with current and potential customers. It utilizes data analysis about customers' history with a company in order to improve business relationships with customers. It primarily focuses on customer retention and driving sales growth. One of the most important aspects of this approach is the systems of CRM that collect data from diverse communication channels such as telephone, company's website, email, marketing materials, live chat and social media. There are various types of customer relationship management such as strategic, operational, analytical and collaborative customer relationship management. The topics included in this book on customer relationship management are of utmost significance and bound to provide incredible insights to readers. It attempts to assist those with a goal of delving into this field. Those with an interest in this field would find this book helpful.

Marketing the E-business Lisa Harris 2002 This useful text unpicks the challenges of e-Marketing for many types of business. It uses topical case studies and accompanying web material to provide an up-to-date study of effective marketing strategies.

Marketing For Beginners BITTU KUMAR 2012-11-15 The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself, said Peter F. Drucker (1909 - 2005), a famous American writer and management consultant. The book, Marketing for Beginners gives an exhaustive explanation about the key concept of marketing, its strategies, and defines the important terminologies, such as Brand Selection, Distribution Channels, Vendor Selection, Pricing, Sales Process, Customer Relationship Management (CRM), etc. in a very simple and lucid language which can be easily understood by the readers, particularly the students of MBA and Marketing. It's different and exclusive from other Marketing or Management books as it not only gives the detailed description of the various components of Marketing, but also cites examples to explain each of them, making it crystal clear to the readers. The main purpose of this book is to arouse the interests of the students educate and make them aware of what Marketing is all about. It also aims to find solutions to all the queries that arise in their young minds relating to this vast and complex subject. So readers grab this precise yet unique book on Marketing if you are a beginner and want to learn the tricks of the trade to prosper or you are a student aspiring to build a bright future in this field. #v&spublishers

Customer Relationship Management Ed Peelen 2005 Table of Contents 1 Introduction 1 Pt. I Strategy and organisation of CRM 19 2 Customer-supplier relationships 21 3 CRM as an integral business strategy 47 4 The relationship-oriented organisation 65 Pt. II CRM marketing aspects 89 5 Customer knowledge 91 6 Communication and multichannels 117 7 The individualised customer proposition 141 8 The relationship policy 165 Pt. III Analytical CRM 183 9 Relationship data management 185 10 Data analyses and datamining 207 11 Segmentation and selections 221 12 Retention and cross-sell analyses 237 13 The effects of marketing activities 257 14 Reporting results 273 Pt. IV Operational CRM 289 15 Call centre management 291 16 Internet and the Website 315 17 Direct mail 343 Pt. V CRM systems and their implementation 361 18 CRM systems 363 19 Implementation of CRM systems 391 20 The future 413.

Customer Relationship Management: A Strategic Perspective G. Shainesh 2005-02 This book explores the foundations of relationship orientation by drawing upon economic as well behavioural concepts. A critique of extant literature and experiences of CRM implementation will help readers appreciate the application of CRM in several indu

CUSTOMER RELATIONSHIP MANAGEMENT S. SHANMUGASUNDARAM 2008-04-15 Customer Relationship Management (CRM) is a modern approach to marketing. It focuses on the individual consumer. Customer is the 'king', therefore, the products and services have to be offered in such a way that they suit the needs and preferences of the customer. This comprehensive and easy-to-read text deals with the formulation of methodologies and tools that help business organizations to manage critical customer relationships by supporting all customer-centric processes within an enterprise, including marketing, sales and customer support. In addition, the book emphasizes managing opportunity for optimum productivity, coordinating the specialized activities of multi-functional teams, developing and retaining corporate knowledge and completing complex multi-step processes in a timely and efficient manner. This text is intended for the students of masters in business administration (MBA) and those pursuing postgraduate diploma in marketing management (PGDMM). Besides, the book should prove to be a useful reference for marketing professionals. KEY FEATURES □ Covers various dimensions of CRM with several case studies. □ Includes the modern concept—e-CRM. □ Incorporates deep study of research oriented topics.

Transforming Relationship Marketing Park Thaichon 2020-10-29 Relationship marketing builds and maintains long-term relationships with customers through value creation and delivery. This book examines the key principles of relationship marketing and online relationship marketing. It looks at three main areas of relationship marketing as understanding relationship marketing and the continuum, the drivers and scope of relationship marketing, and how organisations should restructure for successful relationship marketing in the digital context. The book also addresses the opportunities and challenges associated with the implementation of relationship marketing in various types of organisation and suggests different effective relationship-building strategies and techniques for successful customer relationship management.

The Marketing Book Michael Baker 2012-05-04 This fifth 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 has 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 broaches the following 'new' topics: * Channel management - management of the supply chain * Customer Relationship Management * Direct marketing * E-marketing * Integrated marketing communications * measurement of marketing effectiveness * Postmodern and retro-marketing * Relationship marketing * Retailing Like its predecessors, the 'Marketing Book 5th edition' is bursting with salient articles from some of the best known academics in the field. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all students of marketing.

Customer Relationship Management V. Kumar 2018-05-15 This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

Marketing Channels A Relationship Management Approach

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