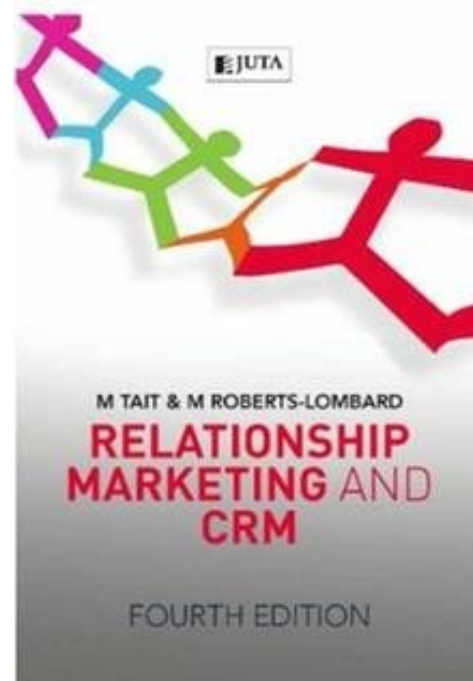


# Relationship Marketing and CRM

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## About this Publication:

Organisations that want to continue being successful in today's global competitive market, where customers are more empowered and brand loyalty is eroding, will have to move to Relationship Marketing (RM) with a strong focus on Customer Relationship Management (CRM). CRM enables organisations to provide excellent real-time customer service through the effective use of individual account information. This requires a more complex approach since organisations need to investigate and satisfy customer needs, and have to build relationships with existing and potential customers. CRM of the future will have to secure state-of-the-art customer management services delivered to customers through the Cloud to establish a convenient, but professional, customer management service.

*Relationship Marketing and Customer Relationship Management* (fourth edition) includes new South African case studies illustrating RM and CRM within South African organisations. The book also focuses on current RM and CRM themes, such as the changing face of the customer, how to deal with positive and negative relationships, poor service experiences and the recovery of customer relationships.

**Contents Include:**

- The nature of Relationship Marketing and Customer Relationship Management
- Building relationships
- Service issues in Relationship Marketing and Customer Relationship Management
- Internal marketing
- One-to-one marketing and mass customisation
- Business-to-business marketing
- Stakeholders in Relationship Marketing
- Planning and organising a CRM strategy
- Implementing Customer Relationship Management in an organisation
- Technologies and metrics in Customer Relationship Management

**Of Interest and Benefit to:**

This book complements the study of Business Sciences at undergraduate and postgraduate level and is therefore highly informative and practical in its approach. It also informs practising marketers about the complex world of RM and CRM and new developments in the field.