Managing Customer Relationships: A Strategic Framework by Martha Rogers

Highly Recommended!

Customer Relationship Management (CRM) is now critical to the profitability and long-term success of companies across all industries. This new book is the first CRM handbook written by the definitive thought leaders in the field of CRM and is edited by best-selling author Don Peppers and Martha Rogers. The all-star team of contributors include such luminaries as Phillip Kittler, Esther Dyson, Seth Godwin, Jim Goodnight, and more. This book develops a framework for CRM and examines such topics as: customer needs and value differentiation, customer acquisition vs. retention, privacy issues in CRM, CRM metrics, organizational issues in CRM, CRM technology and more.

My Personal Review:
This very extensive text on customer relationship management leaves nothing unsaid or unexplained. Authors and editors Don Peppers and Martha Rogers tackle the subject with admirable organization, clarity and depth. They define every important term and do not lose the reader in marketing jargon - a rare virtue in a book about marketing. The text, including contributions from other well-known experts in the field, propounds a well-developed theory of customer relationship management (CRM) and sets out numerous examples to illustrate, explain and clarify the theory. Useful as a handbook, textbook or reference manual, the book covers - among many other core subjects - customer identification and differentiation, customer feedback, an analysis of retailing and basic tools for CRM. We highly recommend this book to service-oriented managers and executives. To form profitable relationships with your customers, first get friendly with Peppers and Rogers.

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