

H1 Genuine] Loyalty Marketing: the E era of customer relationship management(Chinese Edition)



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Reviews

Thorough information! Its such a good study. Sure, it is perform, still an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Evie Emmerich)

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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2001-09-01 Pages: 2001 Publisher: China Three Gorges Press title: Loyalty Marketing: Customer Relationship Management E era original price: 24 yuan Author: Catherine Sindel forward; translation through Que Chengyu. History. and Liu Hongbo Press: China Three Gorges Press Publication Date: 2001-9-1 ISBN: 9787800995064 words: Page :2001 -01-01 Edition: Binding: Folio: Product ID: 440601 edit recommend this book provides specific. easy-to-follow guide help you create and implement effective strategies to strengthen the bonds of customer loyalty in the e-commerce environment. to gain customer loyalty. In addition. the loyalty marketing book also includes a variety of tools can you take advantage of the network revolution. SUMMARY The book is written for those not interested in professional managers in management consulting and technical terms. it is a very practical manual. It describes the challenges in the new global economic environment. how to take advantage of Internet technology to identify and attract consumers. to provide service and make it stay in your camp. so you better meet the production process and changes in organizational forms . The book provides specific. easy-to-follow guide to help you through the creation and implementation of effective strategies. and strengthen the bonds of customer loyalty in the e-commerce environment. to gain customer loyalty. In addition. the loyalty marketing book also includes a variety of tools can you take advantage of the network revolution. The the directory translator then an overview of the first part of eCRM Practical introduction to the third chapter of the second chapter of the first chapter of the importance of electronic customer relationship management electronic customer relationship management challenges to the Internet age changes in the second part of eCRM customer loyalty of the...



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