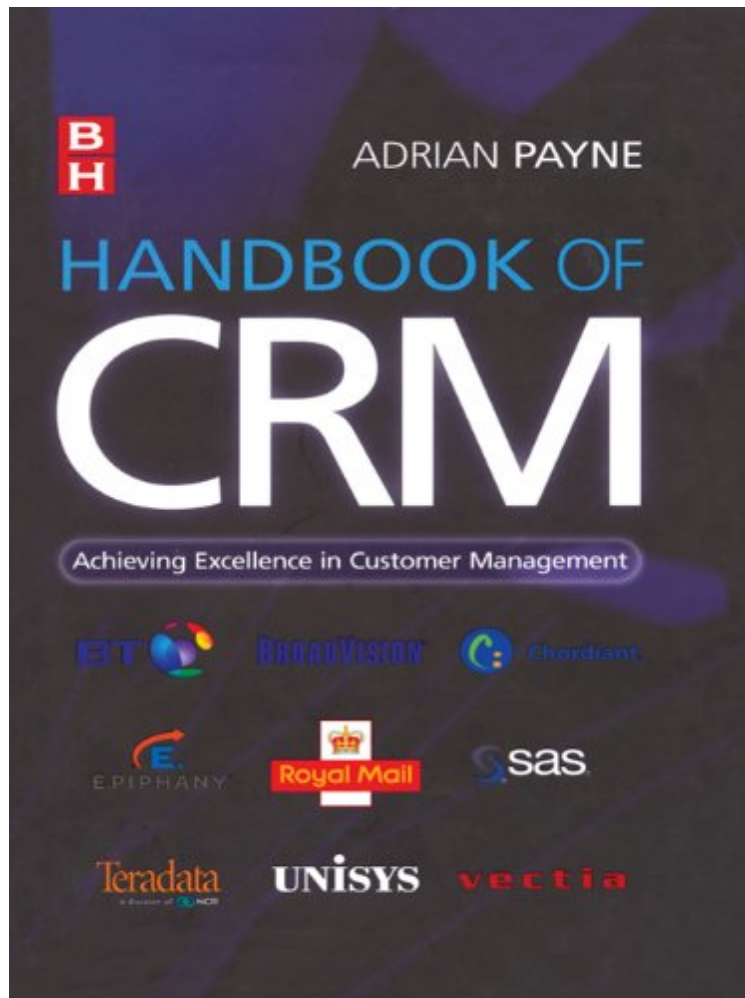


Handbook of CRM

Adrian Payne

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Adrian Payne : Handbook of CRM before purchasing it in order to gage whether or not it would be worth my time, and all praised Handbook of CRM:

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.

"Professor Payne has written an excellent handbook for CRM success. Every manager with any customer responsibilities should have The Handbook of CRM on the desk." From the Back Cover "Are you perplexed about the proper role of CRM in your business? Disappointed with the results of piece-meal initiatives? Here is a tested strategic roadmap to help focus your resources, information and processes on tightening relationships with your best customers." Professor George S. Day, Geoffrey T Boisi Professor, Wharton School, University of Pennsylvania=====

"It's all about customers and shareholder value. Adrian Payne makes the connection and moves CRM to the next level." James M. Guyette, President CEO Rolls-Royce North

America===== "This comprehensive handbook contains all one would need to know inputting together and successfully managing a customer relationship initiative." Professor James Heskett Harvard Business

School===== "CRM is very much alive when understood in the broadest sense of managing your customers better. Adrian Payne has written the best guide to understanding the strategy and tactics of switching from transaction marketing to relationship marketing." Professor Philip Kotler, S. C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University===== "Meticulous in detail and penetrating in analysis, this book clearly demonstrates how focus on value to and value of customers is key to maximizing shareholder value. It is alive with cases, wisdom and advice". Sir Brian Pitman Former Chairman, Lloyds TSB Group; Senior Advisor, Morgan Stanlev

===== "Professor Payne has written an excellent handbook for CRM success. Every manager with any customer responsibilities at all should have The Handbook of CRM on the desk." Don Peppers and Martha Rogers, Ph.D., Founding Partners at the Peppers Rogers

Group===== "Adrian Payne has delivered yet another great book! The Handbook of CRM is the most comprehensive treatise on achieving excellence in Customer Relationship Management. I particularly like his focus on strategy development, value creation and multi channel integration processes. As always, Adrian Payne writes in a style that is easy to comprehend and with lots of real world examples." Professor Jagdish N. Sheth, Kellstadt Professor of Marketing, Goizueta Business School, Emory University=====

"Professor Payne was the first to raise CRM to our attention in the 90's - this is a must-read follow-on for anyone who is serious about effective customer management." Ian Ryder About the Author Dr Adrian Payne is Professor of Services Relationship Marketing and Director of the Centre for CRM at Cranfield School of Management, UK. He is an author of ten books on Relationship Marketing, CRM and Marketing Strategy. He undertakes research, gives keynote presentations, runs workshops and consults globally in CRM, relationship marketing and customer retention strategies.