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Strategic Customer Management

Adrian Payne, Pennie Frow
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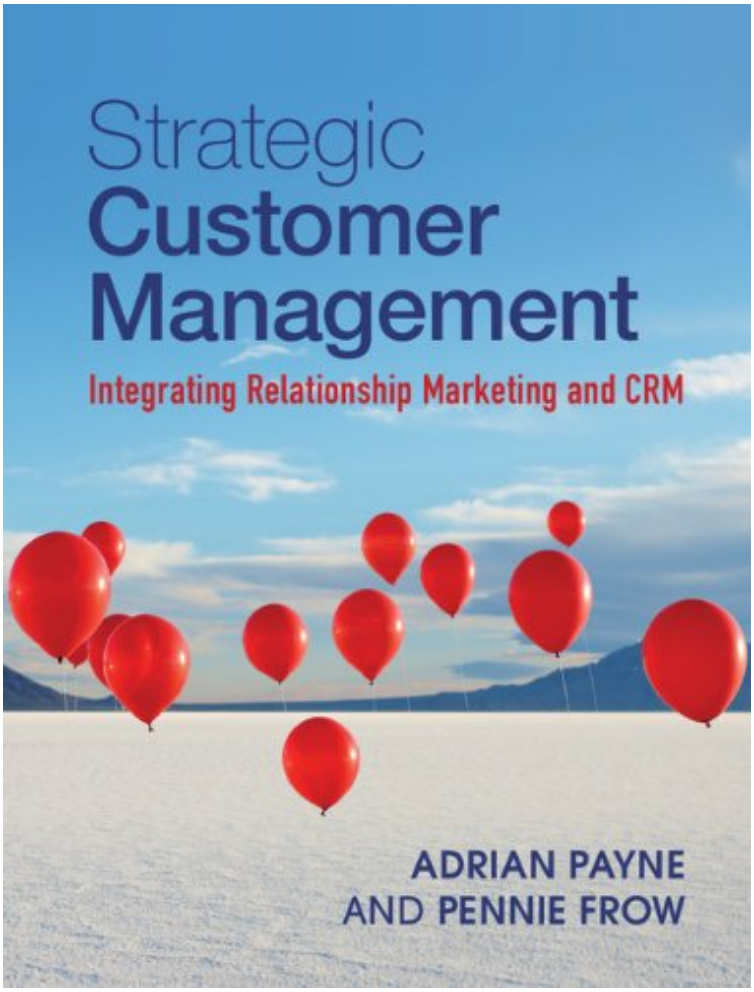

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Relationship marketing and customer relationship management (CRM) can be jointly utilised to provide a clear roadmap to excellence in customer management: this is the first textbook to demonstrate how it can be done. Written by two acclaimed experts in the field, it shows how an holistic approach to managing relationships with customers and other key stakeholders leads to increased shareholder value. Taking a practical, step-by-step approach, the authors explain the principles of relationship marketing, apply them to the development of a CRM strategy and discuss key

implementation issues. Its up-to-date coverage includes the latest developments in digital marketing and the use of social media. Topical examples and case studies from around the world connect theory with global practice, making this an ideal text for both students and practitioners keen to keep abreast of changes in this fast-moving field.

"Adrian Payne and Pennie Frow have written the best guide to understanding customer relationship management strategy. They have provided an excellent framework and illustrate it with a rich set of cases that both students and managers would profit from reading." Philip Kotler, S. C. Johnson and Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Illinois"Relationship Marketing and CRM have until now been treated as two separate processes, even though all the evidence points to the fact that most CRM systems fail because of a lack of understanding of customer needs. Adrian Payne and Pennie Frow have brought the two domains together under a title which makes sense - 'Strategic Customer Management ' - which from the very beginning should have been the whole purpose of CRM." Malcolm McDonald, Emeritus Professor, Cranfield School of Management, Cranfield University, and Chairman, Brand Finance PLC"Strategic Customer Management is the most comprehensive treatise on Customer Centric Marketing. It provides insightful understanding of how to create value for customers and also for the company. I congratulate Adrian Payne and Pennie Frow for an outstanding contribution to both the marketing discipline and practice." Jagdish N. Sheth, Charles H. Kellstadt Chair of Marketing, Goizueta Business School, Emory University, Atlanta"This book is a comprehensive guide to building shareholder value through long-lasting relationships with all kinds of customers." James Heskett, Baker Foundation Professor Emeritus, Harvard Business School, and author of The Culture Cycle"Strategic Customer Management takes a thorough, relational approach to the customer. By integrating relationship marketing with CRM and adding a service perspective on business, it goes far beyond conventional marketing books. It provides a comprehensive approach to how a firm can understand and manage customers in the contemporary competitive environment, where traditional marketing models are increasingly less effective." Christian Grouml;nroos, Professor of Service and Relationship Marketing, Hanken School of Economics, Finland"As Peter Drucker says "There is only one definition of business purpose: To create a customer." If you agree with Drucker, and desire a competitive advantage, consider the strategic fundamentals and execution techniques outlined in Strategic Customer Management: Integrating Relationship Marketing and CRM." Jim Guyette, President and CEO Rolls-Royce, North AmericaAbout the AuthorDr Adrian Payne is a Professor of Marketing in the Australian School of Business at the University of New South Wales.Dr Pennie Frow is Associate Professor of Marketing and Director of the Master of Marketing Programme at the University of Sydney Business School, Australia.