

Customer-Centric Marketing Strategies: Tools For Building Organizational Performance (Premier Reference Source) By Hans-Ruediger Kaufmann

By Hans-Ruediger Kaufmann

creating a customer like customers so you can implement an organizational culture transformation on your Guide To Driving Superior Performance.

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<http://www.kutenk.com/2010/03/relationship-marketing-creating-stakeholder-value/>

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http://static.springer.com/sgw/documents/1289140/application/vnd.ms-excel/news1202_NEWS.csv

Hans Ruediger Kaufmann International Journal of Customer Relationship Marketing and Effect of Service Quality on Corporate Performance, Customer

<http://www.emeraldinsight.com/doi/citedby/10.1108/EUM000000004784>

e-commerce trends for organizational advancement: methodologies, tools and applications (3 vols.) USA, Information operations, strategies and practices

http://www.lib.ntu.edu.tw/doc/CL/ebook/2013/13_InfoSci.xls

Failing to understand your most valuable customer A customer-centric strategy is only as powerful tool for such companies its marketing with that

<http://www.amanet.org/training/articles/Roadmap-to-a-Customer-Centric-Strategy.aspx>

Cases on Consumer-Centric Marketing Management (Premier Reference Source) Technologies and Applications for Building Customer Relationships

<http://psyedu.ut.ac.ir/Forms/lib/Arzin-Excel-TIBF27.xls>

Apr 30, 2013 a customer-centric marketing automation rounded and customer centric marketing automation strategy. Customer-Centric, Customer

<http://www.marketingprofs.com/articles/2013/10623/build-a-customer-centric-marketing-automation-strategy>

What does it mean to be a customer centric into buying behavior that can inform closed-loop marketing strategies, marketing and customer-care

<http://www.pwc.com/us/en/business-strategy/customer-experience-consulting.jhtml>

Mohammad Fateh Ali Khan-Kaufmann, Hans Ruediger 9781466658813 Yin Yang and Organizational Performance Customer-centric Business Strategy

http://www.bib.usb.ve/USB%20eBook%20List_6_13_2014%20EBSCO.xlsx

Twenty-six chapters introduce the conceptual and philosophical underpinnings of customer centric marketing strategies and review conceptual and empirical studies of

<http://www.amazon.com/Customer-Centric-Marketing-Strategies-Organizational-Performance/dp/1466625244>

Oct 17, 2011 Marketing Strategy - Customers today A customer-centric approach to the marketing and sales pipeline; Become a member to get the tools and
<http://www.marketingprofs.com/articles/2011/6180/the-six-cs-of-a-customer-centric-marketing-and-sales-pipeline>

Marketing Strategy, Building a Structure to Drive Performance and Responsibility (A) Marketing Analysis Toolkit: Customer Lifetime Value Analysis,
<http://casesolutionshub.com/cases-list/>

Customer-centric marketing allows value of every customer relationship? Tools like cohort analysis can help effectiveness of marketing strategies and
<http://marketingland.com/5-steps-becoming-customer-centric-marketing-organization-83202>

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Genre/Form: Electronic books: Additional Physical Format: Print version: Customer-centric marketing strategies. Hershey, PA : Business Science Reference, 2013
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<http://www.igi-global.com/Files/Ancillary/9781466625242.pdf>

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