CUSTOMER RELATIONSHIP MANAGEMENT: CONCEPTS AND TECHNOLOGY

Product Details
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Product Description
This definitive textbook explains what CRM is, the benefits it delivers, the contexts in which it is used, how it can be implemented and how CRM technologies can be deployed to support customer management strategies and objectives. It also looks comprehensively at how CRM can be used throughout the customer life-cycle stages of customer acquisition, retention and development and how the management disciplines- marketing, sales, IT, change management, human resource, customer service, accounting, and strategic management are implicated in this. This completely revised edition also includes:

- A Tutor Resource pack available to instructors who adopt this text
- Case examples illustrating CRM in practice
- Screenshots of CRM software applications and reviews of technology applications deployed in marketing, sales and customer service

Student readers will enjoy the logical structure, easy accessibility and case illustrations. Managers will appreciate the book's freedom from CRM vendor and consultant bias and the independent guidance it provides to those involved in CRM programs and system implementations. This second edition has been completely revised and updated with eight new chapters.

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About the Author
Francis Buttle, PhD, is founder and principal consultant of Francis Buttle & Associates, a Sydney, Australia-based business that helps organizations become more skilled and successful at customer acquisition, retention and development. Francis has spent most of the last 30 years in various academic roles around the world. He has been a Professor of Customer Relationship Management, Professor of Marketing, Professor of Relationship Marketing, and Professor of Management at a number of leading graduate schools of management, including Manchester Business School (UK), Cranfield School of Management (UK) and Macquarie Graduate School of Management (Australia). He was appointed as the world's first Professor of CRM in 1995, and remains an Adjunct Professor at
MGSM. Francis has authored, co-authored or edited 7 books, and over 100 peer-reviewed academic journal articles or conference papers. In addition, he is a frequent contributor to practitioner magazines, presenter at business conferences, and a serial blogger. Francis has developed, run or contributed to many management development programs, and has advised or consulted to numerous for-profit and not-for-profit organizations in the UK, Australia, USA, Hong Kong, Singapore and New Zealand. Although he quit full-time academic life in 2006, he still supervises doctoral candidates, and conducts customer-related research. Francis lives on Sydney's North Shore, is a qualified but reluctantly retired rugby union referee, enjoys cycling and kayaking, and rides a Suzuki. Francis has degrees in management science, marketing and communication. His PhD was earned at the University of Massachusetts. He is an elected Fellow of the Chartered Institute of Marketing. He can be contacted at francis@buttleassociates.com. Find out more at www.buttleassociates.com