



# Customer Relationship Management

By Ed Peelen, Rob Beltman

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Customer Relationship Management gives a well-balanced coverage of strategy and organisation, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle.

Geared to MBA students and advanced undergraduate students, as well as those taking courses on CRM, direct marketing, relationship marketing, database management or business intelligence, the book is also appropriate for graduate students in information management attending courses on CRM and participants in specific CRM/database management.

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## **Editorial Review**

From the Back Cover

Most businesses know that how they manage their relationships with their customers is vital to their success. Yet the field of Customer Relationship Management lacks proper academic coverage. Ed Peelen's *Customer Relationship Management* is the only comprehensive academic text in English to cover the entire scope of CRM. This fully updated second edition cements its position as essential reading for anyone who wants to understand this continually evolving field.

Addressing the strategic, organisational, commercial and technological aspects of CRM, Peelen brings a social psychology perspective, blending theory and practice to aid a full understanding of the subject. The book is geared towards advanced undergraduates and MBA students, but is ideal for anyone taking courses in Customer Relationship Management, Relationship Marketing, Direct Marketing or Database Management.

**Ed Peelen** is one of the founders and partners of ICSB, a consulting firm in marketing and strategy. He was Professor of Marketing at the Centre for Marketing and Supply Chain Management, and the Executive Management Development Centre at Nyenrode Business University, the Netherlands.

**Rob Beltman** is also a partner at ICSB.

'CRM has gone through many changes and developments over the years. But a constant factor is the inspiration Ed Peelen provides by combining solid theoretical knowledge with practical examples and business applications.'

**Hans Zijlstra, Head of Customer Insight, Air France-KLM**

'This book recognises the major shortcomings of most CRM books – that is, the focus on the tactical, systems approach to managing customers. This book establishes the need for CRM strategies not only to be developed, but to be consistently used as an aid to long-term organisational profitability.'

**Dr John Oliver, Associate Professor, The Media School, Bournemouth University, UK**

'This book inspired me during the defining process ... of our CRM implementation at PricewaterhouseCoopers in the Netherlands. The book kept me on track and saved me from operational

pitfalls. This CRM "bible" provides vision in establishing the backbone of any company's CRM programme.'

**Gerard Struijf, Chairman PvKO (Platform for Customer-Centric Entrepreneurship), former Senior Manager CRM, PricewaterhouseCoopers, the Netherlands**

## **Users Review**

### **From reader reviews:**

#### **Enrique Myers:**

Nowadays reading books become more and more than want or need but also become a life style. This reading behavior give you lot of advantages. The huge benefits you got of course the knowledge even the information inside the book that will improve your knowledge and information. The data you get based on what kind of publication you read, if you want attract knowledge just go with schooling books but if you want truly feel happy read one together with theme for entertaining such as comic or novel. Typically the Customer Relationship Management is kind of e-book which is giving the reader capricious experience.

#### **Rebecca Wheeler:**

Information is provisions for anyone to get better life, information currently can get by anyone with everywhere. The information can be a knowledge or any news even restricted. What people must be consider any time those information which is inside former life are hard to be find than now is taking seriously which one is acceptable to believe or which one the resource are convinced. If you find the unstable resource then you get it as your main information you will have huge disadvantage for you. All those possibilities will not happen inside you if you take Customer Relationship Management as your daily resource information.

#### **Ryan Connors:**

Exactly why? Because this Customer Relationship Management is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will jolt you with the secret that inside. Reading this book next to it was fantastic author who all write the book in such wonderful way makes the content within easier to understand, entertaining way but still convey the meaning completely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This excellent book will give you a lot of rewards than the other book have such as help improving your proficiency and your critical thinking technique. So , still want to delay having that book? If I were you I will go to the reserve store hurriedly.

#### **Barry Trusty:**

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you're truly feel alone and confuse with the information must you're doing of these time.

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