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CRM IN ACTION: MAXIMIZING VALUE THROUGH MARKET SEGMENTATION, PRODUCT DIFFERENTIATION CUSTOMER RETENTION (PAPERBACK)



iUniverse, United States, 2011. Paperback. Book Condition: New. 231 x 185 mm. Language: English . Brand New Book ***** Print on Demand *****.Written in Dr. Wong s vivid and interesting style, and furnished with real-life examples from Canada, this book helps marketers to generate greater customer value by making good use of market segmentation, product differentiation, and customer retention strategies. Advance Praise for CRM in Action This book helped me a lot in figuring out how to attract the right...

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- Authored by Dr Ken K Wong
- Released at 2011



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Reviews

If you need to adding benefit, a must buy book. It really is writter in straightforward words and phrases and not confusing. You will not feel monotony at anytime of your respective time (that's what catalogues are for concerning if you ask me).

-- Dr. Celestino Treutel

An exceptional ebook along with the typeface utilized was fascinating to read through. I am quite late in start reading this one, but better then never. You are going to like the way the blogger write this publication.

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