



# Principles of Customer Relationship Management

*Roger J. Baran, Robert Galka, Daniel P. Strunk*

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The textbook is lively and will hold students' interest with its unusual and interesting vignettes from the gaming, hotel, banking, airline, charge-card, supermarket, retailing, and package goods industries. This book acquaints students with the various approaches and applications but does not dwell on the underlying statistics. A second approach focuses on the strategic side of customer relationship management. The text provides students with an understanding of Customer Relationship Management and its application in the business fields of marketing and sales.

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