



Customer Relationship Management: Concept, Strategy, and Tools

By V. Kumar, Werner Reinartz

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Customer relationship management (CRM) as a strategy and as a technology has gone through an amazing evolutionary journey. The initial technological approach was followed by many disappointing initiatives only to see the maturing of the underlying concepts and applications in recent years. Today, CRM represents a strategy, a set of tactics, and a technology that have become indispensable in the modern economy.

This book presents an extensive treatment of the strategic and tactical aspects of customer relationship management as we know it today. It stresses developing an understanding of economic customer value as the guiding concept for marketing decisions. The goal of the book is to serve as a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM.

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Editorial Review

Review

From the reviews of the second edition:

"I highly recommend this book, for everyone that works or study marketing, business strategy or is interested in CRM, it's a must have! The book provides a nice integration of academic thinking and practical CRM strategy and implementation. On the end of each chapter the authors included a Reference list, which is great specially if you are using the book for research and also on chapter 4 they have some exercises questions."

(inspireandaction.wordpress.com, 2013)

Review

"This is the book that the marketing field has been waiting for. Kumar and Reinartz have taken the confusion out of CRM. Their exposition of CRM theory and practice is definitive, original and illustrated with actual cases. This is the kind of book that belongs in the training of every professional marketer." - *Philip Kotler, Kellogg School of Management*

"A very comprehensive textbook on CRM and database analytics and written by a pair of top academic authorities in marketing. What I really liked about this textbook was its student friendly style with lots of real world examples and strong analytics!" - *Jagdish N. Sheth, Charles H. Kellstadt, Professor of Marketing, Goizueta Business School, Emory University, Atlanta, GA*

"[The authors'] key concern is the management of profitable customer relationships. This book provides a nice integration of cutting edge academic thinking and practical CRM strategy and implementation. As such, it provides rigor with relevance..." - *Michael Braekler, Head of Customer Relationship Management, BMW Group Germany*

"This book provides an insightful roadmap to make your CRM strategy successful. It will be an indispensable reference for those seeking transformational changes within a more efficient customer centric approach in their business strategy." - *Jean-Christophe Tellier, CEO Novartis Pharma Belgium*

From the Back Cover

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