

Customer Relationship Management: Integrating Marketing Strategy and Information Technology



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Reviews

This publication is very gripping and interesting. We have go through and so i am confident that i am going to planning to read through yet again again in the foreseeable future. You are going to like how the blogger write this ebook.

(Dr. Thaddeus Turner PhD)

CUSTOMER RELATIONSHIP MANAGEMENT: INTEGRATING MARKETING STRATEGY AND INFORMATION TECHNOLOGY



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