

role of relationship marketing in competitive marketing ... - journal of management and marketing research role of relationship marketing in competitive marketing strategy nagasimha kanagal indian institute of management, bangalore abstract competitive marketing strategy (cms) has relationship marketing (rm) as one of the key functionality in enhancing business performance. rm is defined as the identification, establishment, maintenance, enhancement ... **the effects of customer satisfaction, relationship ...** - the effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention [electronic version]. journal of marketing, 69 (4), 210-218. **customer relationship management - one business** - customer relationship management (or crm) is a phrase that describes . how your business interacts with your customers. most people think of crm as a system to capture information about your customers. however, that is only part of the picture. crm involves using technology to gather the intelligence you need to provide improved support and services to your customers. in other words, crm is ... **customer data clustering using d mining technique - arxiv** - international journal of database management systems (ijdms) vol.3, no.4, november 2011 2 clustering and segmentation are two of the most important techniques used in marketing and **the impact of customer loyalty programs on customer retention** - the impact of customer loyalty programs on customer retention dr. sima ghaleb magatef dr. elham fakhri tomalieh marketing assistant professor marketing department faculty of administrative and financial sciences university of petra amman 11196 jordan abstract the goal of this study is to obtain a deep understanding of the impact of customer loyalty programs on customer retention. this study ... **cross-selling through database marketing: a mixed data ...** - an important aspect of the new orientation on customer relationship marketing is the use of customer transaction databases for the cross-selling of new services and products. in this study, we propose a mixed data factor analyzer that combines **a critical analysis of customer relationship management ...** - a critical analysis of customer relationship management from strategic perspective dreenvivasan jayashree senior lecturer faculty of management **customer relationship management - prince edward island** - customer relationship management (or crm) is a phrase that describes how your business interacts with your customers. most people think of crm as a system to capture information about your customers.

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