

Customer Relationship Management: Integrating Marketing Strategy And Information Technology

by William G Zikmund; Raymond McLeod; Faye W Gilbert

How to Integrate CRM Software with Marketing Strategies Customer relationship management : integrating marketing strategy and information technology. Author/Creator: Zikmund, William G. Language: English. Customer Relationship Management: Integrating Marketing Strategy . Customer Relationship Management: Integrating Marketing Strategy And Information Technology By William G. Zikmund, Raymond McLeod, Jr., Faye W. Gilbert. Customer Relationship Management: Integrating Marketing Strategy . A CRM system brings together lots of pieces of information about customers, sales, . Management: Integrating Marketing Strategy and Information Technology. Customer Relationship Management: Integrating Marketing Strategy . Customer relationship management: integrating marketing strategy and . the academic disciplines of information technology and marketing are merging. Customer relationship management: integrating marketing strategy . Customer Relationship Management: Integrating . - Book Depository 2003, English, Book, Illustrated edition: Customer relationship management : integrating marketing strategy and information technology / William G. Zikmund, e-Study Guide for: Customer Relationship Management: Integrating . - Google Books Result Customer Relationship Management Integrating Marketing Strategy and Information Technology For Sale in philadelphia Library.

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