



H1 Genuine] Loyalty Marketing: the E era of customer relationship management(Chinese Edition)

By KAI SE LIN XIN DE ER ZHU .



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pub Date :2001-09-01 Pages: 2001 Publisher: China Three Gorges Press title: Loyalty Marketing: Customer Relationship Management E era original price: 24 yuan Author: Catherine Sindel forward; translation through Que Chengyu. History. and Liu Hongbo Press: China Three Gorges Press Publication Date: 2001-9-1ISBN: 9787800995064 words: Page :2001 -01-01 Edition: Binding: Folio: Product ID: 440601 edit recommend this book provides specific. easy-to-follow guide help you create and implement effective strategies to strengthen the bonds of customer loyalty in the e-commerce environment. to gain customer loyalty. In addition. the loyalty marketing book also includes a variety of tools can you take advantage of the network revolution. SUMMARY The book is written for those not interested in professional managers in management consulting and technical terms. it is a very practical manual. It describes the challenges in the new global economic environment. how to take advantage of Internet technology to identify and attract consumers. to provide service and make it stay in your camp. so you better meet the production process and changes in organizational forms . The book provides specific. easy-to-follow guide to...



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