



# **Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation**

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# Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation

## **Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation**

Discover approaches to make customer relationship marketing more effective Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation takes the various elements of customer centric marketing and brings them together using the latest research and case studies from various industries. Respected top researchers review and discuss research and concepts to provide practitioners, educators, and students with a deeper understanding of the wide range of issues relevant to customer centric marketing. This informative resource focuses on effective strategies and approaches to explain how companies can ensure that their marketing dollar achieves the highest return on investment (ROI). Customer centric approaches such as customer relationship marketing (CRM) aim to increase customer retention, acquisition, satisfaction, loyalty, differentiate customer value, develop customers via up-sell and cross-sell opportunities, and decrease costs. Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation comprehensively explains how to make best use of customer information to better manage customer value and firm profitability. This valuable text also explains the importance of, as well as how to establish a reliable customer segmentation strategy. The book is extensively referenced and includes helpful figures, tables, and photographs to clearly illustrate concepts. Topics discussed in Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation include:

- the goals of customer centric approaches
- various customer segmentation approaches
- cross-selling as a strategy for customer relationship management
- strategies to effectively use customer loyalty
- the value and cultivation of customer satisfaction and customer retention
- *and more!*

Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation is an invaluable resource for practitioners, educators, and graduate students.

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