

# Customer Relationship Management

*By Francis Buttle*

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## Customer Relationship Management By Francis Buttle

**Customer Relationship Management: Concepts and Tools** is a breakthrough book that makes transparent the complexities of customer relationship management.

The book views customer relationship management as the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to targeted customers at a profit. Customer relationship management is grounded on high quality customer data and enabled by information technology.

The book is a comprehensive and fully developed textbook on customer relationship management. Although, it shows the roles of customer data and information technology in enabling customer relationship management implementation, it does not accept that customer relationship management is just about IT. Rather it is about an IT- and data-enabled approach to customer acquisition, customer retention and customer development.

Because customer relationship management is a core business strategy the book demonstrates how it has influence across the entire business, in areas such as strategic, marketing, operations, human resource, and IT management. Customer relationship management's influence also extends beyond the company to touch on partner and supplier relationships.

An Instructor's PowerPoint pack is available to lecturers who adopt the book. Accredited lecturers can download this by going to <http://books.elsevier.com/manuals?isbn=075065502X> to request access.

- \* Integrative structure organized around the author's 'CRM Value Chain' model.
- \* Theoretically sound and managerially relevant - a useful text from both student and practitioner's perspectives.
- \* Standardized chapter contents and features for ease of navigation.

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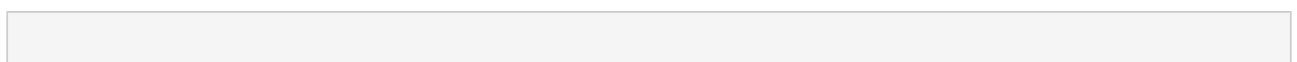
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## **Editorial Review**

### **Review**

"Absolutely the best exposition of Customer Relationship Management. I can't think of a better guide to increasing your performance and profits.

This book belongs on the desk of every company that is serious about CRM. The wealth of information and insight is astonishing."

- Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, USA.

"Here, at last, is a mature account of CRM without the hype and spin. Buttle makes it crystal clear why any program should be business-led. He also shows how rewarding, if demanding, CRM can be. The ideal antidote to the message of the shrink-wrapped software peddlers."

- David Harvey, Director, European Centre for Customer Strategies, [www.eccs.uk.com](http://www.eccs.uk.com).

"With great clarity and practical relevance, this book delivers a much-needed, multi-faceted roadmap for treating Customer Relationship Management as a core business strategy. Francis Buttle's rich and well-balanced text offers a refreshing departure from many of the technology-heavy or lop-sided views that surround this important subject."

- Fred Wiersema, President The Customer Strategy Group LLC, USA and co-author of "The Discipline of Market Leaders"

"The author does a magnificent job of gathering the difference perspectives, categorizing them, and presenting a comprehensive overview. This is an easy-to-use textbook with a pleasant and engaging format. Each chapter begins with a list of "Chapter Objectives" that tells readers just what they will understand by the end of the chapter. There is also a "Summary" at the end of each chapter that neatly ties up the important concepts. Throughout the book, the author includes illustrative mini-cases that put some flesh onto the bare bones of a particular CRM term or concept. The cases are quick and interesting anecdotes. There are also many visuals to enhance the subject matter.

I would recommend this text for business students at either the undergraduate or graduate level; and for non CRM practitioners who want an easy to grasp overview of a complex subject. There is enough information here to sell the idea of CRM internally, hire CRM consultants and work intelligently with them."

- Marty Landrigan, Landrigan Marketing Research, Sudbury, MA USA

### **About the Author**

Francis Buttle, PhD, is founder and principal consultant of Francis Buttle & Associates, a Sydney, Australia-based business that helps organizations become more skilled and successful at customer acquisition, retention and development. Francis has spent most of the last 30 years in various academic roles around the world. He has been a Professor of Customer Relationship Management, Professor of Marketing, Professor of Relationship Marketing, and Professor of Management at a number of leading graduate schools of management, including Manchester Business School (UK), Cranfield School of Management (UK) and Macquarie Graduate School of Management (Australia). He was appointed as the world's first Professor of CRM in 1995, and remains an Adjunct Professor at MGSM. Francis has authored, co-authored or edited 7 books, and over 100 peer-reviewed academic journal articles or conference papers. In addition, he is a frequent contributor to practitioner magazines, presenter at business conferences, and a serial blogger.

Francis has developed, run or contributed to many management development programs, and has advised or consulted to numerous for-profit and not-for-profit organizations in the UK, Australia, USA, Hong Kong, Singapore and New Zealand. Although he quit full-time academic life in 2006, he still supervises doctoral candidates, and conducts customer-related research. Francis lives on Sydney's North Shore, is a qualified but reluctantly retired rugby union referee, enjoys cycling and kayaking, and rides a Suzuki. Francis has degrees in management science, marketing and communication. His PhD was earned at the University of Massachusetts. He is an elected Fellow of the Chartered Institute of Marketing. He can be contacted at [francis@buttleassociates.com](mailto:francis@buttleassociates.com). Find out more at [www.buttleassociates.com](http://www.buttleassociates.com)

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Examines the core issues of CRM based around the authors' own CRM Value Chain model

## **Users Review**

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#### **Randy Garrison:**

This book untitled Customer Relationship Management to be one of several books that will best seller in this year, this is because when you read this book you can get a lot of benefit onto it. You will easily to buy this book in the book retail outlet or you can order it by way of online. The publisher in this book sells the e-book too. It makes you easier to read this book, because you can read this book in your Smart phone. So there is no reason to you to past this publication from your list.

#### **Vincent Peck:**

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#### **Lesley Dwyer:**

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