



# Customer Relationship Management: A Databased Approach

By V. Kumar, Werner Reinartz

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Customer Relationship Management: A Databased Approach offers the promise of maximized profits for today's highly competitive businesses. This innovative book provides readers with the tools and techniques to effectively use CRM. It emphasizes the utilization of database marketing in order to build strong and profitable customer relationships. Kumar first describes how to implement database marketing and then looks at recent advances in CRM applications. Critical marketing issues like optimum resource allocation, purchase sequence, and the link between acquisition, retentions, and profitability are also examined on the basis of empirical findings.

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### Editorial Review

From the Back Cover

#### **CRM that puts the customer (not technology) first!**

All too often, today's companies focus on the technology of Customer Relationship Management (CRM), and lose sight of its primary goal—profitability. Offering a much-needed customer focus for the field, Kumar and Reinartz emphasize the strategic principles of customer-centric marketing that are at the heart of every successful CRM program. The text offers comprehensive coverage of CRM and its impact on various marketing activities, as well as clear explanations of databases and datamining with rigor and relevance.

“This is the book that the marketing field has been waiting for. Kumar and Reinartz have taken the confusion out of CRM. Their exposition of CRM theory and practice is definitive, original and illustrated with actual cases. This is the kind of book that belongs in the training of every professional marketer.”

*-- Philip Kotler, Kellogg School of Management*

“[The authors'] key concern is the management of profitable customer relationships. This book provides a nice integration of cutting edge academic thinking and practical CRM strategy and implementation. As such, it provides rigor with relevance...”

*-- Michael Braekler, Head of Customer Relationship Management, BMW Group Germany*

“This book provides an insightful roadmap to make your CRM strategy successful. It will be an indispensable reference for those seeking transformational changes within a more efficient customer centric approach in their business strategy.”

*-- Jean-Christophe Tellier, CEO Novartis Pharma Belgium*

### About the Author

**Dr. Kumar** received his Bachelors in Engineering and Masters in Industrial Management from the Indian Institute of Technology, and his Ph.D. in Marketing from the University of Texas at Austin. He is currently ING Chair Professor and Executive director at the ING Center for Financial Services at the University of Connecticut.

### Users Review

#### **From reader reviews:**

#### **Rose Villegas:**

The publication untitled Customer Relationship Management: A Databased Approach is the guide that recommended to you to read. You can see the quality of the guide content that will be shown to anyone. The language that writer use to explained their ideas are easily to understand. The author was did a lot of analysis when write the book, hence the information that they share to you personally is absolutely accurate. You also can get the e-book of Customer Relationship Management: A Databased Approach from the publisher to make you a lot more enjoy free time.

**Willie Grajeda:**

Reading a book to become new life style in this season; every people loves to learn a book. When you study a book you can get a wide range of benefit. When you read books, you can improve your knowledge, mainly because book has a lot of information onto it. The information that you will get depend on what types of book that you have read. In order to get information about your study, you can read education books, but if you act like you want to entertain yourself look for a fiction books, these us novel, comics, along with soon. The Customer Relationship Management: A Databased Approach provide you with a new experience in examining a book.

**Elda Baggett:**

Is it anyone who having spare time in that case spend it whole day by simply watching television programs or just telling lies on the bed? Do you need something new? This Customer Relationship Management: A Databased Approach can be the respond to, oh how comes? It's a book you know. You are and so out of date, spending your spare time by reading in this completely new era is common not a nerd activity. So what these textbooks have than the others?

**Kimberly Silvestre:**

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