

## **Customer Relationship Management: Creating Competitive Advantage through Win-Win Relationship Strategies**

CRM is not about hardware and software; it is the heartware – the way we organize ourselves to work together with the customer to build a longlasting, mutually rewarding relationship. This latest contribution of Jarmo and Kaj on CRM offers you the insight, step and tips on how to strategize your direct relationship with your customers. There are plenty of pragmatic examples you can use immediately to energize your CRM initiatives. This book explains the intentions, process, creativity and dedication needed to win customers hearts and patronage. The authors bridge the high-tech disconnections with high touch CRM strategies that work. A must read for all customer builder. Dr Charlie In, President, Asian Direct Marketing Centre.

At the start, the author say reading this book will demand thinking. Their clear definitions of the acts, knowledge, and emotion involved in everything the customers and the provider do together as the basis for win-win relationship strategies makes the thinking well wrote the effort.

