



Customer Relationship Management (CRM). Strategien und Voraussetzungen der Kundenbindung (German Edition)

Nicolas Teles

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Akademische Arbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, , Sprache: Deutsch, Abstract: In dieser Arbeit wird zunächst auf verschiedene Definitionen der Kundenbindung eingegangen. Im Anschluss daran werden Voraussetzungen und verschiedene Ansätze zur Entstehung von Kundenbindung aufgezeigt und erläutert. Abschließend werden Strategien und Instrumente der Kundenbindung dargestellt.

Aus dem Inhalt:

- Kundenbindung und Kundenbindungsmanagement;
- CRM-Systeme als Mittel der Kundenbindung;
- Gründe für das Scheitern von CRM-Systemen.



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