



#### About the Book

This book covers the basic introduction about the CRM and the how it relates to relationship Marketing. It provides readers with strategies for engaging with customers and expert guidance on how your organization can adopt the latest CRM tools and innovations. This book introduces a framework to maximize customer service opportunities, assess a customer and explains the relationship between database, CRM and maximizing overall profitability. It provides a comprehensive look at how the different elements in a good CRM program can be used to forecast profitability among new clients.

#### About the Author

Dr B Kavitha is working as Associate Professor, Department of Commerce with Computer Application in Dr Umayal Ramanathan College for Women, Karaikudi. She has Fifteen Years of teaching experience both UG and PG. She has published number of research articles in renowned International and National Journals. She got the experience to guide the M.Phil Students. She is specialized knowledge in Finance.

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# **CUSTOMER RELATIONSHIP MANAGEMENT**



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