



SECOND EDITION

CUSTOMER RELATIONSHIP MANAGEMENT

CONCEPTS AND TECHNOLOGIES

FRANCIS BUTTLE



Customer Relationship Management

VSF

This book is dedicated to my children Emma and Lewis of whom I am enormously proud.

Customer Relationship Management

Concepts and Technologies

Second edition

Francis Buttle



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Butterworth-Heinemann is an imprint of Elsevier



Butterworth-Heinemann is an imprint of Elsevier
Linacre House, Jordan Hill, Oxford OX2 8DP
30 Corporate Drive, Suite 400, Burlington, MA 01803, USA

First edition 2009

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British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging-in-Publication Data

A catalog record for this book is available from the Library of Congress

ISBN: 978-1-85617-522-7

For information on all Butterworth-Heinemann publications
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Typeset by Charon Tec Ltd., A Macmillan Company.
(www.macmillansolutions.com).

Printed and bound in Hungary

09 10 11 12 13 10 9 8 7 6 5 4 3 2 1

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