



To win the hearts of customers: customer relationship management skills with the case: = Howtokeepcustomers ((Chinese Edition)

By YU ZI ZHI

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2003-01 Pages: 306 Publisher: China Economic Press title: win the hearts of customers: customer relationship management skills with Case: = How to keep customers (rl) List Price: 38 yuan Author: IS HEREBY Chi Press: China Economic Press Publication Date: 2003.01ISBN: 9787501757916 words: Pages: 306 Edition: First Edition Binding: Paperback: Weight: Editor's Summary book from a whole new perspective and a unique writing style to the readers interpretations successful marketing of the Road: to understanding traditional basic theory. readers will understand the ascendant in recent years. a new theory of marketing - customer relationship management. Writing style. the author abandoned the flavor of the theory of the market marketing books too thick. the surface is a departure from the practical point of view. two main lines expand to keep old customers and tap new customers . Apartment Theory to Practice being. and each chapter is accompanied by cases of different lengths can be used as the actual marketing of marketing theory. Specifically. the book is divided into three parts: The first part is for the reader to...



READ ONLINE
[5.3 MB]

Reviews

This pdf will never be straightforward to get going on studying but quite enjoyable to read through. This is certainly for all those who statte there was not a really worth studying. You are going to like the way the blogger publish this publication.

-- **Mrs. Adah Sawayn**

This is an awesome publication which i have actually read. This is certainly for all who statte that there was not a well worth reading through. Its been designed in an extremely straightforward way and it is merely after i finished reading this ebook in which actually changed me, affect the way in my opinion.

-- **Marques Pagac**