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GESTION DE LA RELATION CLIENT (& EACUTE; DITION 2005) (& EACUTE; DITION 2005)



EYROLLES, 2004. Paperback. Condition: NEUF. mieux identifier et fidéliser ses clients grâces aux outils de crm: destiné aux décideurs, aux responsables fonctionnels (marketing, commercial) et aux chefs de projets informatique chargés de la mise en place de solutions crm (customer relationship management), cet ouvrage s'est imposé comme la référence en langue française sur la gestion de la relation client. il explique en détail les techniques marketing utilisées pour mieux identifier, cibler et fidéliser ses clients, et dresse un panorama...

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- Authored by Lefebure, Rene Venturi, Gilles
- Released at 2004



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