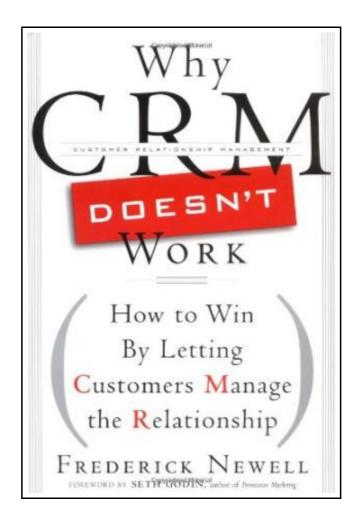
# Why CRM Doesn't Work: How to Win By Letting Customers Manage the Relationship



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### Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

(Cheyanne Barrows)

### WHY CRM DOESN'T WORK: HOW TO WIN BY LETTING CUSTOMERS MANAGE THE RELATIONSHIP



Bloomberg Press, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Fred Newell raises relationship marketing to a new level, beyond database marketing, loyalty programs, targeted advertising, and customer relationship marketing. Read this before your competitors do." - Philip Kotler SC Johnson & Son Distinguished Professor of International Marketing, Northwestern University Kellogg School of Management " In this competitive world, hanging onto customers is critical. Fred Newell's new book is a commonsense approach to helping you do just that." - Jack Trout President, Trout & Partners Ltd. "Frederick Newell has hit the CRM nail on the head. A lot of company managers thought you could create profits by buying CRM software and building an expensive data warehouse. Fred has pointed out that they were wrong. You cannot predict or modify customer behavior with CRM. What you can do is waste a lot of money. What you need is a customer database and intelligent customer communications, which come from creative strategies, not a piece of software." - Arthur Middleton Hughes Vice President for Business Development, CSC Advanced Database Solutions "Fred Newell does a wonderful job of helping us understand why so few companies get the return from CRM initiatives that they expect. Why CRM Doesn't Work makes a compelling case for putting the customer in the driver's seat and allowing the customer to manage the relationship. The book is filled with practical examples and tips and is an ideal solution for business executives intent on avoiding 'CRM backlash.' In the process, Newell addresses a host of relevant topics ranging from wireless technologies to brand building to permission marketing in a cogently written and easy-to-read treatise. Newell moves beyond the buzz and quickly gets to the essence of what companies need to do if they...

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