



# The advantages and disadvantages of relationship management

By Michael Bock

GRIN Verlag Sep 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,2, Maastricht University (School of Business and Economics), course: -, language: English, comment: Diese Arbeit behandelt die Vor- und Nachteile von Customer Relationship Management aus Kunden- und Firmensicht. , abstract: 1. General introduction Up to now, it has always been the task of marketing to be close to the customer and to know how to reach him in order to ultimately increase sales of the company's product or service. This focus on customer acquisition is widespread among companies, and many companies consider this to be sufficient in order to survive in the business world. Nonetheless, a vital flaw of this common view is that there is more than just focusing all efforts on acquiring new customers - That is, convincing the customer that it pays for him/her to continue doing business with the provider, which is called customer retention. Enter Customer Relationship Management (CRM). Throughout this paper, the definition of a CRM will be equivalent to...



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