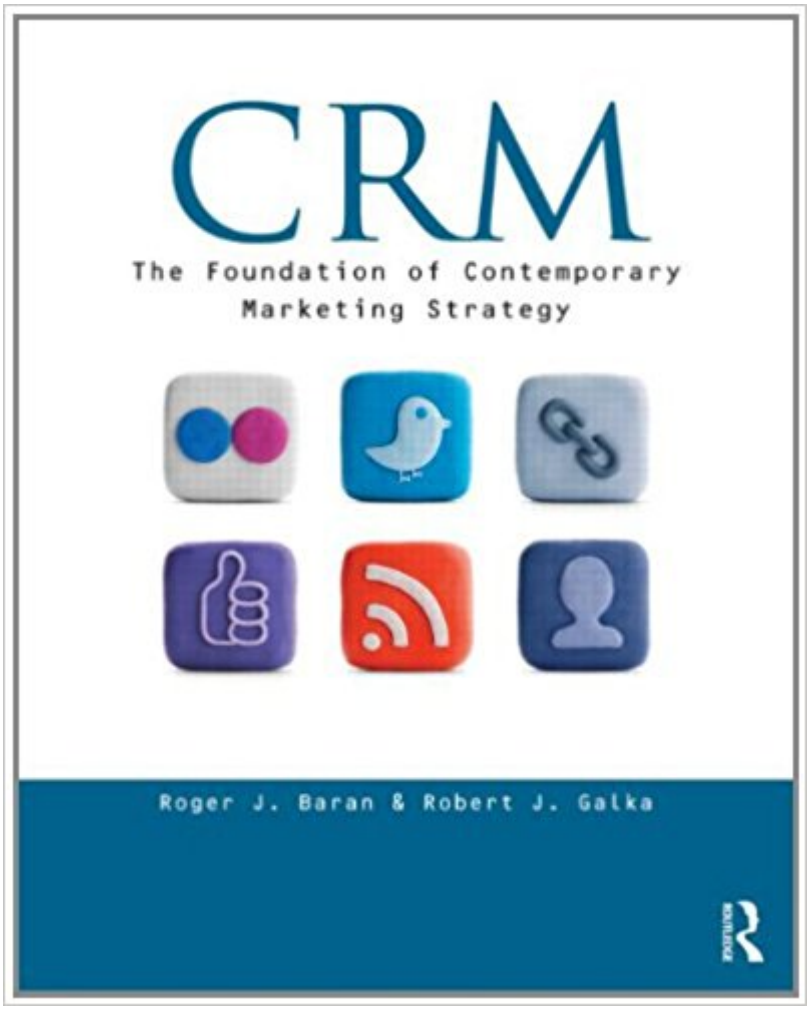
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CRM: The Foundation Of Contemporary Marketing Strategy



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Synopsis

This book introduces students to CRM (customer relationship management), a strategic methodology thatÃ¢â ¬â„¢s being embraced in increasing numbers by organizations looking to gain a competitive advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace. Featuring the latest developments in the discipline, a cohesive approach, and pedagogical materials (including chapter exercises that connect theory with action), it is the one-stop-source for a comprehensive CRM course.

Book Information

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Customer Reviews

"I applaud Roger Baran and Robert Galka for breaking fresh ground in marketing education with their important new text, CRM: The Foundation of Contemporary Marketing Strategy. Most marketing textbooks devote only a chapter or a section to Customer Relationship Management. Baran and Galka rightly assert that the CRM system Ã¢â ¬â œ which should be at the heart of successful contemporary business Ã¢â ¬â œ deserves much more prominence in marketing education. WhatÃ¢â ¬â„¢s more, Baran and Galka are the ideal authors for this text as they have devoted years to the comprehensive study of CRM best practices from thought leaders in both business and academe. As pioneers in CRM teaching, Baran and Galka are sure to inspire many more professors to develop full courses focused on CRM. The textÃ¢â ¬â„¢s numerous real-world examples enliven the reading for students and instructors alike, and the extensive ancillary

materials make this book an even more attractive choice." Susan K. Jones, Professor of Marketing, Ferris State University (Big Rapids, MI, USA) "Comprehensive, eminently readable and full of real-world, practical examples, CRM: The Foundation of Contemporary Marketing Strategy is a "must read" for any business student and a valuable guide for professors. Roger Baran and Robert Galka reveal the true nature and benefit of CRM, including the societal factors shifting companies from one-size-fits-all marketing and customer management to strategic, targeted, and value oriented exchanges. All aspects of CRM are explained, from developing a strategy to selecting and using technology, to data management and measurement and, most importantly, to building the right culture within an organization. The authors explain in detail how effective CRM can differentiate a company and bring a higher share of profits. They take us up to and beyond the present day with their knowledge of Social Media and how organizations can and must use it as part of their CRM strategy. This textbook will undoubtedly become a standard for CRM courses." Carol Meyers, Chief Marketing Officer, Board Member and Company Advisor "It is truly gratifying to see a textbook which has been so comprehensively researched covering the discipline. It provides a one stop shop CRM programme which is easy to read, applies the theory to professional practice and enables the reader, whether they are business students or practitioners, to readily implement the material. I am impressed with the numerous examples, strategies, diagrams charts and figures which highlight the material, particularly those applying to the use of social media in CRM. The application to the international market is especially critical to doing business in the competitive global environment. This book will be a valuable resource for all CRM managers and business executives who need to solve real-world CRM issues while providing a critical link back to marketing strategy." Ken Lee, Director of MBA Programmes and Executive Education, Faculty of Business and Law, Auckland University of Technology

Robert J. Galka is an Executive-In-Residence at DePaul University. He received his MBA from NorthwesternÃ¢â ¬â„¢s J.L. Kellogg Graduate School of Management. His area of expertise lies in CRM, Marketing Strategy and Technology. Robert brings his academic research and 25 years of business experience into the classroom, Professional Certificate programs and to Universities as a visiting faculty in Bahrain, Taiwan, and New Zealand, with special programs in Japan. He co-authored a prior CRM text and has published a variety of supplemental materials for several publishers. His career started in Computer Science and he taught as an adjunct faculty in Computer Science for 8 years. His design of Marketing Systems brought him into a career in Marketing where he consulted across 7 vertical markets culminating as a GM leading an SBU

focusing on CRM and Marketing Strategy. Roger J. Baran is an Associate Professor of Marketing at DePaul University. He received his Ph.D. and MBA degrees from the University Of Chicago Graduate School Of Business and his BBA from the University of Notre Dame. He is a fellow of the National Opinion Research Center, has served on the U.S. Department of Commerce Census Advisory Committee of the American Marketing Association, and was Chair of the Bank Marketing Association National Research and Planning Council. Dr. Baran serves as a consultant in the area of marketing strategy and marketing research for many well-known companies in the U.S., Europe, Asia, and Middle-East. He is currently Vice-President of the Asian Forum on Business Education based in Bangkok, Thailand. His teaching and publishing specialties are marketing research, global marketing management, marketing of services, marketing management, customer relationship management and social networking. He has served as visiting associate professor of marketing at the University of Chicago Graduate School of Business; Helsinki School of Economics and Business Administration; University of Hamburg; University of the Thai Chamber of Commerce, Siam University, and Mahidol University in Bangkok, Thailand; Kimep University in Kazakhstan and Prague School of Economics. Ã Â

I've not gotten into the meat of the text yet but the Kindle version is awful there isn't even a page listing in the table of contents. It's like they didn't even try AT ALL! This is just sad for home much they charge for these text books that we must obtain for classes. I am very very disappointed.

Was expecting more for a CRM book geared towards marketing graduate students. Some nice examples but a little bit rudimentary. I did enjoy the renting process from . Saved a ton of money by having this on my iPad.

An easy but unnecessary read. If you take Baran's course at DePaul be prepared to hear the same examples from the book repeated in the course.

I got what i needed in the book

Great into book to crm. The book introduces the reader to the basics of CRM and then provides some in depth knowledge of the program and basic capabilities.

Great information

Trying to read a textbook using the kindle app is quite annoying. I can't copy and paste to make my own note sheets, the page numbers do not match up with the print copy.

Book arrived in better condition than expected and in less time than stated which was great since it was for a class I was taking.

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