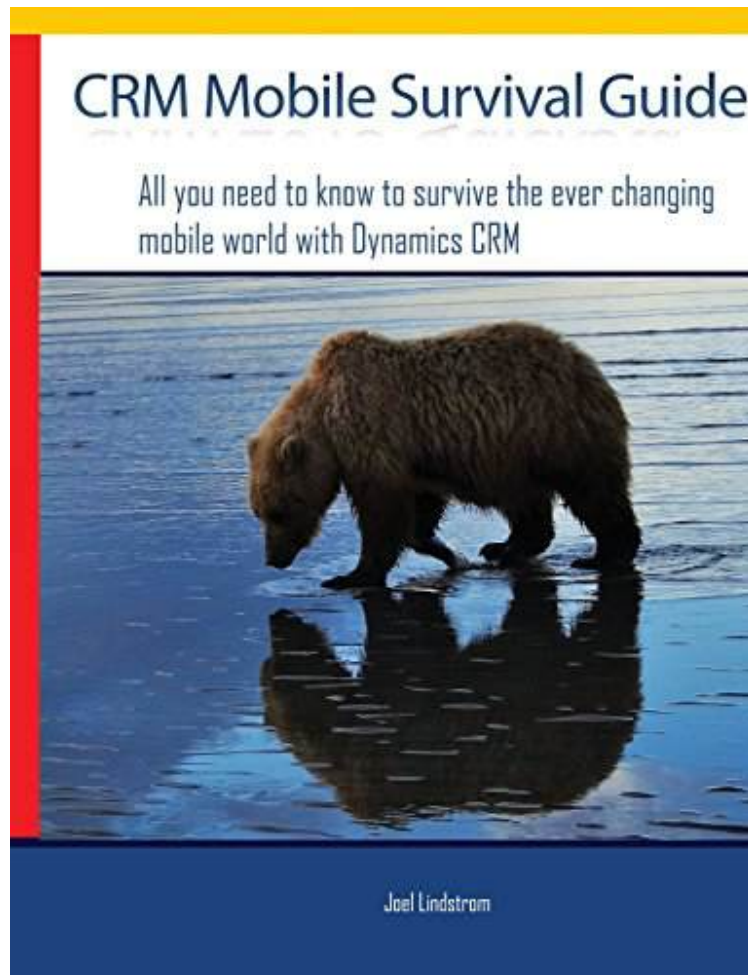


CRM Mobile Survival Guide

By Joel Lindstrom

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creating and maintaining relationships with customers can be a challenge but its also essential for a business survival and growth to maintain those relationships **summary** relationship marketing is a customer relationship management strategy designed to encourage strong lasting customer connections to a brand the goal is to generate **audiobook** informationweek news analysis and research for business technology professionals plus peer to peer knowledge sharing engage with our community abstract this paper aims to analyze the role of customer relationship management crm as a support for knowledge management km

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