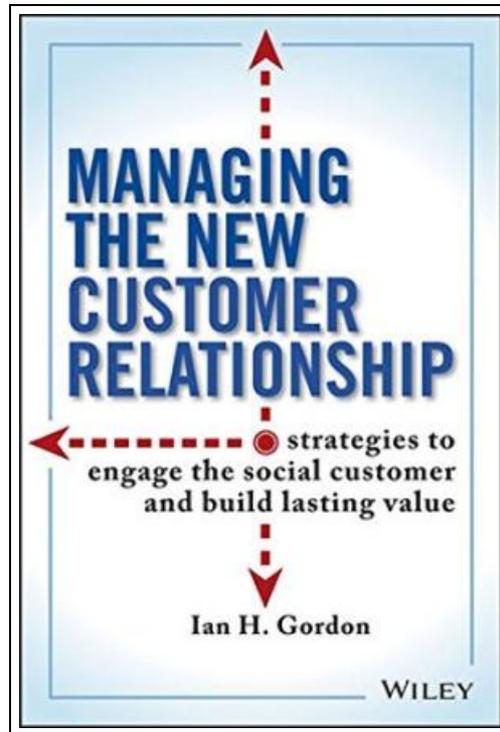


## Managing the New Customer Relationship: Strategies to Engage the Social Customer and Build Lasting Value (Hardback)



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John Wiley Sons Inc, United States, 2013. Hardback. Book Condition: New. 230 x 158 mm. Language: English . Brand New Book. Praise for **MANAGING THE NEW CUSTOMER RELATIONSHIP** Gordon delivers an impressive synthesis of the newest methods for engaging customers in relationships that last. No organization today can succeed without the mastery of customer relationship management strategy fundamentals. But to win in the decades ahead, you must also understand and capitalize on the rapidly evolving social computing, mobility and customer analytics technologies described in this book. Checklists, self-assessments and graphical frameworks deliver pragmatic value for the practicing manager. -- William Band, Vice-President, Principal Analyst, Forrester Research Inc., Cambridge, MA A very comprehensive and practical book on managing relationships with existing customers in the age of social media! I particularly enjoyed reading chapters on teaching customers new behaviors, which were illustrated by excellent case studies. -- Jagdish N. Sheth, Ph.D. , Charles H. Kellstadt Professor of Marketing, Emory University, Atlanta, GA The strategic breadth and depth of this book is impressive as Gordon explores the new customer and how to plan and manage the new customer relationship. I found his review of strategies, techniques and technologies for social, mobile, mass customization and customer analytics to be particularly insightful. Gordon urges marketers to live and breathe one-through-one marketing and to master social engagement techniques. The checklists, cases and examples make the content grounded and actionable. This is an important, current and detailed book to which every organization should pay close attention to improve customer relationships and create shareholder value. -- Marcus Ruebsam, Vice-President, Line-of-Business Marketing Solutions, SAP AG, Walldorf, Germany There are many books on CRM, but I recommend this one because Gordon s book does what others do not. He considers CRM strategy and evolves it to recognize a new customer,...

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