

## Customer Relationship Management Concept Strategy And Tools

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**Martha Rogers: Customer Relationship Management (CRM) Strategy Expert and Keynote Speaker** Recognized for well over a decade as one of the leading authorities on **customer-focused relationship management strategies**, Dr.

**Introduction to CRM - Examples of CRM**

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**Customer relationship management (CRM) CRM** systems are not just vital sales tools, they offer serious business power. They are a central point for storing all your ...

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