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International Marketing A Global Perspective, Hans M Fjhlbacher, Lee Dahringer, Helmuth Leihs, 1999, Business & Economics, 983 pages. In the age of globalism, international marketers need to adopt a global perspective if they are to compete successfully. The text examines the issues facing companies that want.

Customer Loyalty: Cost vs. Benefits - A Quantitative Approach , Richard Malekian, , , . .

International Marketing Research Opportunities and Challenges in the 21st Century, Alex Rialp, Josep Rialp, 2007, Business & Economics, 426 pages. A collection of original essays in international marketing. Both theoretical/conceptual and empirical contributions are included. While some authors focus on managerial issues.

Strategic Marketing An Introduction, Tony Proctor, 2000, Business & Economics, 318 pages. This introductory text examines the nature of competitive marketing strategy and points to the need to adopt new marketing practices in order to meet the demands of business.

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Managing Customers for Profit Strategies to Increase Profits and Build Loyalty, V. Kumar, 2008, Business & Economics, 296 pages. Leading marketing expert V. Kumar shows how to use Customer Lifetime Value (CLV) to target customers with higher profit potential...manage and reward existing customers based.

Competing For Customers And Winning With Value: Breakthrough Strategies For Market Dominance , Reidenbach, Sep 1, 2007, , 212 pages. .

Customer Relationship Management: Getting It Right! , Kincaid, Sep 1, 2003, Customer relations, 508 pages. This Book Tells You How To Build A Successful Crm Program. Starting With A Brief Review Of The State Of The Marketplace As We Entered The 21St Century, It Provides A Working.

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Relationship Marketing and Customer Relationship Management , Annekie Brink, Adele Berndt, Sep 1, 2009, Business & Economics, 216 pages. Presenting a dramatic shift in the way marketing is viewed and how its value is determined, this diverse resource focuses on the retention of customers through excellent.

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