Second Edition

CUSTOMER RELATIONSHIP
MANAGEMENT

Ed Peelen
Rob Beltman

PEARSON

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'CRM has gone through many changes and developments over the years. But a constant factor is the inspiration Ed Peelen provides by combining solid theoretical knowledge with practical examples and business applications.'

Hans Zijlstra, Head of Customer Insight, Air France-KLM

'This book recognises the major shortcomings of most CRM books – that is, the focus on the tactical, systems approach to managing customers. This book establishes the need for CRM strategies not only to be developed, but to be consistently used as an aid to long-term organisational profitability.'

Dr John Oliver, Associate Professor, The Media School, Bournemouth University, UK

'This book inspired me during the defining process … of our CRM implementation at PricewaterhouseCoopers in the Netherlands. The book kept me on track and saved me from operational pitfalls. This CRM "bible" provides vision in establishing the backbone of any company's CRM programme.'

Gerard Struijf, Chairman PvKO (Platform for Customer-Centric Entrepreneurship), former Senior Manager CRM, PricewaterhouseCoopers, the Netherlands

Most businesses know that how they manage their relationships with their customers is vital to their success. Yet the field of Customer Relationship Management lacks proper academic coverage. Ed Peelen's *Customer Relationship Management* is the only comprehensive academic text in English to cover the entire scope of CRM. This fully updated second edition cements its position as essential reading for anyone who wants to understand this continually evolving field.

Addressing the strategic, organisational, commercial and technological aspects of CRM, Peelen brings a social psychology perspective, blending theory and practice to aid a full understanding of the subject. The book is geared towards advanced undergraduates and MBA students, but is ideal for anyone taking courses in Customer Relationship Management, Relationship Marketing, Direct Marketing or Database Management.

Ed Peelen is one of the founders and partners of ICSB, a consulting firm in marketing and strategy. He was Professor of Marketing at the Centre for Marketing and Supply Chain Management, and the Executive Management Development Centre at Nyenrode Business University, the Netherlands.

Rob Beltman is also a partner at ICSB.

Customer Relationship Management

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