



# Customer Relationship Management: A Databased Approach

By V. Kumar, Werner Reinartz


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Customer Relationship Management: A Databased Approach offers the promise of maximized profits for today's highly competitive businesses. This innovative book provides readers with the tools and techniques to effectively use CRM. It emphasizes the utilization of database marketing in order to build strong and profitable customer relationships. Kumar first describes how to implement database marketing and then looks at recent advances in CRM applications. Critical marketing issues like optimum resource allocation, purchase sequence, and the link between acquisition, retentions, and profitability are also examined on the basis of empirical findings.

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### **Bibliography**

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### Editorial Review

From the Back Cover

#### **CRM that puts the customer (not technology) first!**

All too often, today's companies focus on the technology of Customer Relationship Management (CRM), and lose sight of its primary goal—profitability. Offering a much-needed customer focus for the field, Kumar and Reinartz emphasize the strategic principles of customer-centric marketing that are at the heart of every successful CRM program. The text offers comprehensive coverage of CRM and its impact on various marketing activities, as well as clear explanations of databases and datamining with rigor and relevance.

“This is the book that the marketing field has been waiting for. Kumar and Reinartz have taken the confusion out of CRM. Their exposition of CRM theory and practice is definitive, original and illustrated with actual cases. This is the kind of book that belongs in the training of every professional marketer.”

-- *Philip Kotler, Kellogg School of Management*

“[The authors'] key concern is the management of profitable customer relationships. This book provides a nice integration of cutting edge academic thinking and practical CRM strategy and implementation. As such, it provides rigor with relevance...”

-- *Michael Braekler, Head of Customer Relationship Management, BMW Group Germany*

“This book provides an insightful roadmap to make your CRM strategy successful. It will be an indispensable reference for those seeking transformational changes within a more efficient customer centric approach in their business strategy.”

-- *Jean-Christophe Tellier, CEO Novartis Pharma Belgium*

About the Author

**Dr. Kumar** received his Bachelors in Engineering and Masters in Industrial Management from the Indian Institute of Technology, and his Ph.D. in Marketing from the University of Texas at Austin. He is currently ING Chair Professor and Executive director at the ING Center for Financial Services at the University of Connecticut.

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**Rosemarie Pickett:**

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**Ellen Omalley:**

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