



New Economy Excellence Series, New Economy Emotion: Engaging Customer Passion with e-crm (E-Business Excellence)

Alfredo Zingale, Matthias Arndt

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Despite the hype, e-commerce involves approaches that have long been established in conventional markets. The main difference is one of customer intimacy and reach. Through online Customer Relationship Management (CRM), e-commerce allows for the first time the possibility of genuine one-to-one marketing and communication - even in mass markets. Examining both long- and short-term strategies as part of the groundbreaking New Economy Excellence series, New Economy Emotion clearly shows how to integrate existing strengths with the Internet's tremendous power for personal interaction in a powerful ongoing loop.

Other titles in the New Economy Excellence series include:

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Erma Ward:

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David Barnett:

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