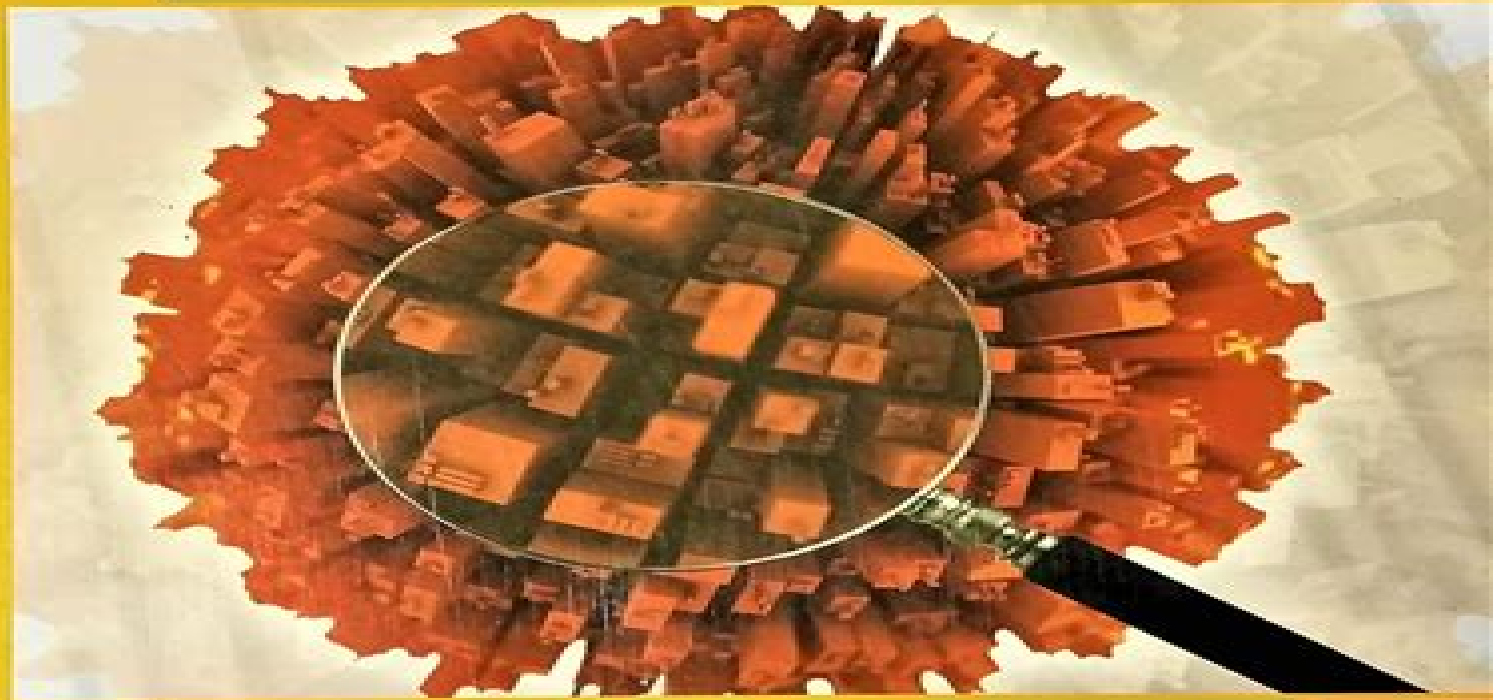


Marketing Research

An Applied Orientation

S I X T H E D I T I O N



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The role of CRM within corporate strategy Jörg Pfeiffenbrück, 2005-01-28 Inhaltsangabe Abstract Doing business is easy Doing business successfully is difficult Doing business successfully in the long run is a real challenge to management and employees Companies are driven by the pursuit for growth and profitability The increasing globalization process is creating fierce competition The need for a clear strategy a guideline is essential to succeed permanently This means to shift the concentration from short term objectives to long term ones based on the main determinants of success the customer The purpose is to find out whether companies are putting strategic emphasis on Customer Relationship Management CRM that is if companies perceive CRM as an important part of their strategy in general or if CRM is an unused tool and is given less intention Two parts a theoretical and an empirical one are the main components of this thesis The theoretical part covers three important issues strategy CRM and the combined view on both single parts The empirical study is based on a quantitative method a questionnaire containing 10 general questions regarding CRM and strategy which includes the response of 106 companies mainly from Sweden and Germany Stating to be customer oriented is only one thing of the medal To obtain and to maintain customer focus when doing business is far more difficult It demands

understanding of the complexity commitment expertise and time Obstacles derive from a false interpretation of what customer led means from reluctance to change a lack of communication and eagerness Without having a strategy it is nearly impossible to be accomplished The successful alignment of CRM components and other strategic issues to one viable corporate strategy is essential for future success This includes constant innovation foresight and freedom of mind and thoughts Inhaltsverzeichnis Table of Contents Abstract2 Introduction2 Purpose2 Method2 Analysis and conclusions3 Table of Content4 Table of figures and tables6 1 Introduction7 1 1Background7 1 2Problem discussion8 1 3Purpose9 1 4Limitations9 1 5Disposition9 2 Methodology11 2 1Scientific approach11 2 1 1Induction11 2 1 2Deduction11 2 1 3Our approach11 2 2Research method11 2 2 1Qualitative12 2 2 2Quantitative12 2 2 3Our method12 2 3Method for collecting data13 2 3 1Secondary data13 2 3 2Primary data15 2 3 3Our data collection15 2 4The *Service Industries in Developing Countries* Erdener Kaynak,2013-09-13 First Published in 2004 The purpose of this special study is to enhance our understanding of the role of different service sectors in the welfare and development of emerging economies This study includes eight essays covering the topics of a conceptual framework for studying service industries in developing countries and examines marketing techniques for service industries an exploration of the very important but neglected service sector the financial markets in relation to economic development in developing countries a study that argues that financial liberalisation is essential to the economic development of the Third World countries and concludes that many will have to change their outlook and adopt more appropriate and realistic financial policies in the next few years **Consumer Behaviour And Branding: Concepts, Readings And Cases-The Indian Context** S. Ramesh Kumar,2009-09 India is one of the emerging markets that pose a unique set of challenges to marketers The importance of the context and the usefulness of concepts in the Indian context is the core proposition of the book The diversity of a mix of factors such as cultural aspects lifestyles demographics and unbranded offerings make consumer behaviour a fascinating study This book focuses on the behavioural principles of marketing and its application to branding in the Indian context Consumer behaviour concepts associated with branding A combination of recent and traditional examples reflecting the application of behavioural concepts Touch of reality boxes to indicate context based examples Caselets and cases drawn from real life situations Research findings associated with the Indian context Topical issues in consumer behaviour like cultural aspects digital marketing and experiential branding *International Journal of Market Research* ,2008 **Guru Nanak Journal of Sociology** ,2006 **Basic Marketing Research** Naresh K. Malhotra,2002 Designed for undergraduate courses in marketing research Written from the perspective of users of marketing research this text presents concepts and principles at a basic level It includes exercises and activities as well as short and long case studies *Books in Print* ,1991 *ECKM 2020 21st European Conference on Knowledge Management* Professor Alexeis Garcia-Perez,2020-12-02 *Dhaka University Journal of Business Studies* ,2010-12-02 *The British National Bibliography* Arthur James Wells,2009 **Management and Labour Studies** ,2007

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