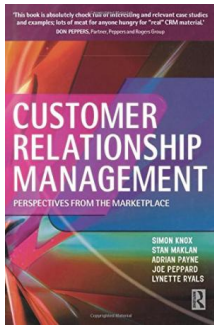


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## CUSTOMER RELATIONSHIP MANAGEMENT: PERSPECTIVES FROM THE MARKETPLACE



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- Authored by Simon Knox, Stan Maklan, Adrian Payne, Joe Peppard & Lynette Ryals
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