



Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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MISSION

Business processes, services, and communications are important factors in the management of good customer relationship, which is the foundation of any well organized business. Technology continues to play a vital role in the organization and automation of business processes for marketing, sales, and customer service. These features aid in the attraction of new clients and maintaining existing relationships.

The Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

addresses success factors for customer relationship management, marketing, and electronic services and its performance outcomes. This collection of reference source covers aspects of consumer behavior and marketing business strategies aiming towards researchers, scholars, and practitioners in the fields of marketing management.

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