

PART I	
CRM Theory and Development	I
1 Introduction to Customer Relationship Management	3
2 The History and Development of CRM	43
3 Relationship Marketing and CRM	75
4 Organization and CRM	105
PART II	
Data Management and Technology	129
5 CRM and Data Management	131
6 Technology and Data Platforms	169
7 Database and Customer Data Development	195
PART III	
Marketing Strategy	223
8 Business-to-Business CRM	225
9 Understanding the Customer–Company Profit Chain: Satisfaction, Loyalty, Retention, and Profits	253
10 The CRM Strategy Cycle: Acquisition, Retention, and Win-Back	275
11 Privacy and Ethics Considerations	295

PART IV	
CRM Evaluation	327
12 CRM Program Measurement and Tools	329
PART V	
CRM New Horizons	369
13 Social Networking and CRM	371
14 CRM Trends, Challenges, and Opportunities	401
<i>Notes</i>	419
<i>Index</i>	437