

Judul:

The ultimate CRM handbook: strategies and concepts for building enduring customer loyalty and profitability

Pengarang/Penulis:

Subjek:

Customer relations--Management; Brand name products--Marketing--Management; Customer loyalty

Nomor Panggil:

658.812 ULT

Penerbitan:

McGraw-Hill

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Dokumen Yang Mirip](#)
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