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# INTERNATIONAL E-BUSINESS - BUILDING ONLINE CUSTOMER LOYALTY WITH RELATIONSHIP MANAGEMENT



GRIN Verlag Feb 2008, 2008. Taschenbuch. Book Condition: Neu. 210x147x13 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2001 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: very good, University of Innsbruck (Institute for Corporate Leadership), 130 entries in the bibliography, language: English, abstract: . 1.1 Problem Statement For many years, successful neighborhood merchants, restaurants and pubs had real customer relationships. They knew...

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- Authored by Wolfgang Katsch
- Released at 2008



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