

**Customer Relationship Management In The Automotive  
Industry: Profiting From Improved Customer Focus  
(FT Management Report)**

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Business Organisations Kuwait, Business Kuwait, Customer Relationship Management a customer is the future flow of net profit, improved customer

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CUSTOMER RELATIONSHIP MANAGEMENT (CRM) Customer relationship management (CRM) refers to the type of enterprise software that is designed to improve a company's

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DEFINITION of 'Customer Relationship Management - CRM' The principles, practices, and guidelines that an organization follows when interacting with its customers.

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for from the suppliers and taking the supplier-relationship management to the the automotive industry, Customer-Supplier Relationships

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