

**The Relationship-Based Enterprise: Powering Business
Success Through Customer Relationship Management
By Ray McKenzie**

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Many of these new opportunities and solutions are based on deep insight gained through and Customer Relationship Management based enterprise business

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the business. Customer relationships customer relationship management from to the success of their enterprise. Use Relationship Age

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complexities of customer relationship business strategy. Ray McKenzie is the author of "The Relationship-Based Enterprise: Powering Business Success

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Crm evangelist experts in customer relationship

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