



Summary: Loyalty.Com - Frederick Newell: Customer Relationship Management in the New Era of Internet Marketing

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Complete summary of Frederick Newell's book: "Loyalty.Com: Customer Relationship Management in the New Era of Internet Marketing".

This summary of the ideas from Frederick Newell's book "Loyalty.Com" shows how Customer Relationship Management is the process of making it easier and easier for customers to do business with you because you understand what they need better than anyone else. In his book, the author demonstrates some proven techniques for nurturing the company-customer relationship and how to find out what customers want and act accordingly. This summary will teach you how to adopt the correct techniques to take advantage of this strategy and the benefits that it could bring to your business.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Loyalty.Com" and learn how to create great relationships in order to increase your company's profits.

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