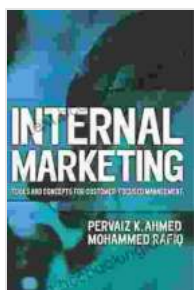


# Tools And Concepts For Customer Focused Management Chartered Institute Of Marketing

This book provides a comprehensive overview of the tools and concepts needed to implement customer-focused management strategies. It is essential reading for marketing professionals and business leaders who want to improve customer satisfaction, loyalty, and profitability.



## Internal Marketing: Tools and Concepts for Customer-Focused Management (Chartered Institute of Marketing (Paperback)) by Pervaiz K. Ahmed

★★★★☆ 4 out of 5

Language : English  
File size : 5701 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 320 pages



## Key Features

- Provides a comprehensive overview of the tools and concepts of customer-focused management
- Written by leading experts in the field
- Includes case studies and examples from real-world businesses
- Essential reading for marketing professionals and business leaders

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2. The Customer-Focused Organization
3. Customer Relationship Management
4. Customer Segmentation and Targeting
5. Customer Value Measurement
6. Customer Satisfaction and Loyalty
7. Customer Experience Management
8. Digital Marketing for Customer Engagement
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## **Endorsements**

"This book is a must-read for anyone who wants to improve customer satisfaction, loyalty, and profitability. The authors provide a comprehensive overview of the tools and concepts of customer-focused management, and they offer practical advice that can be implemented immediately." - Philip Kotler, Professor of Marketing, Kellogg School of Management

"This book is an excellent resource for marketing professionals and business leaders who want to learn more about customer-focused management. The authors provide a clear and concise overview of the key concepts, and they offer practical tips that can help businesses improve their customer relationships." - Michael Porter, Professor of Business, Harvard Business School

## **About the Authors**

The authors of this book are leading experts in the field of customer-focused management. They have extensive experience in both academia and business, and they have published numerous articles and books on the topic. They are passionate about helping businesses improve their customer relationships, and they believe that this book will provide the tools and concepts that businesses need to succeed in today's competitive market.

**Free Download your copy of Tools And Concepts For Customer Focused Management today!**

## THE 5 BASIC ELEMENTS of Internal marketing



Employees



The company



Sales force



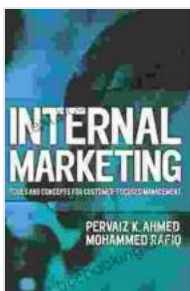
Internal  
communication



Final  
objective

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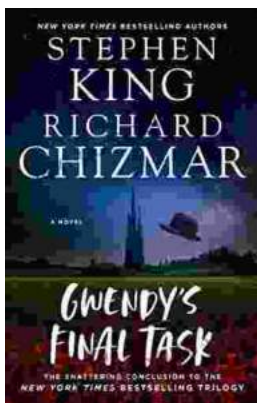
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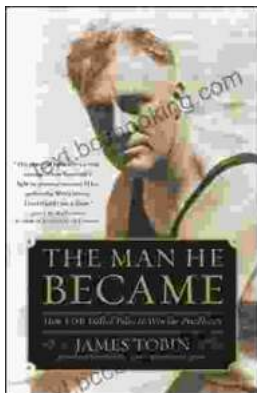
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