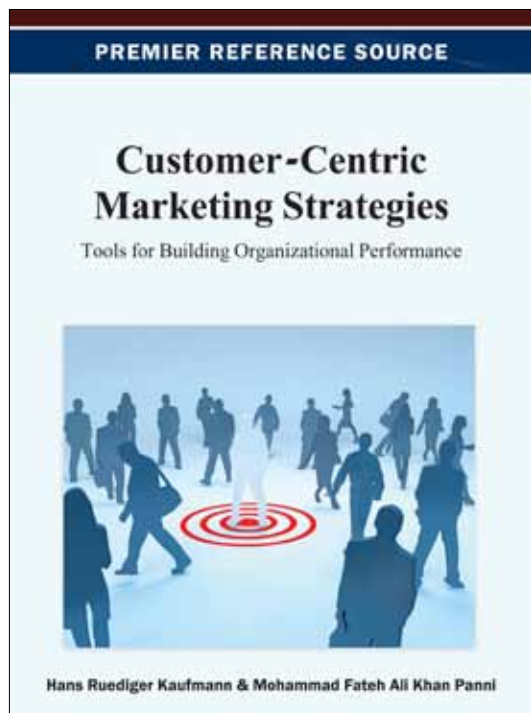


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Customer-Centric Marketing Strategies: Tools for Building Organizational Performance



Hans-Ruediger Kaufmann (University of Nicosia, Cyprus & International Business School at Vilnius University, Lithuania) and Mohammad Fateh Ali Khan Panni (City University, Bangladesh)

As customer orientation continues to gain importance in the marketing field, there has been a growing concern for organizations to implement effective customer centric policies.

Customer-Centric Marketing Strategies: Tools for Building Organizational Performance provides a more conceptual understanding on customer-centric marketing strategies as well as revealing the success factors of these concepts. This book will discuss how to improve the organization's financial and marketing performance.

Topics Covered:

- Behavioral Branding
- Critical Success Factors
- Customer- Centric Marketing
- Customer Knowledge Management
- Customer Relationship Management
- Marketing Concepts
- Organizational Marketing Performance
- Relationship Management

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Hans Ruediger Kaufmann completed his sponsored PhD in 1997 and was as research assistant and then lecturer (p-t) at Manchester Metropolitan University After extensive experience in German Bank Management. Later, he worked in Budapest, first as Course Director Marketing for the Chartered Institute of Marketing and then as an Assistant Professor in Marketing at the International Management Centre Budapest as well as a contractual consultant. At the University of Applied Sciences Liechtenstein he was Academic Director Private Banking and, later, Head of the Competence Centre International Management. Since October 2006 he is an Associate Professor at the University of Nicosia. He has been a launching member and President (2007-2009) of the international research network on consumer behaviour, CIRCLE. He is currently Vice-President of the EuroMed Research Business Institute (EMBRI). He is member of the editorial board of a variety of journals and an Associate Editor of the World Review of Entrepreneurship, Management and Sustainable Development.



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