

# Customer Relationship Management Strategies in the Digital Era

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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## Description:

In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty.

**Customer Relationship Management Strategies in the Digital Era** blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers. Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric.

## Readers:

This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society.

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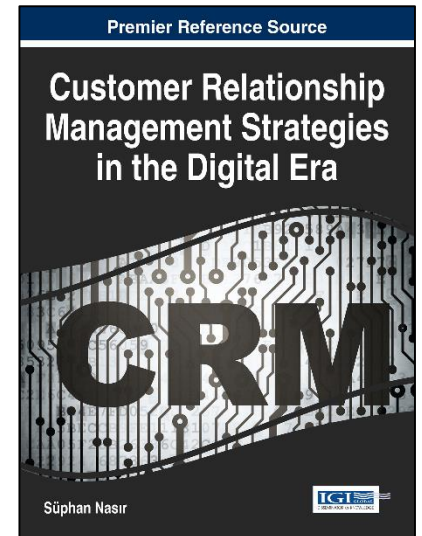
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## Topics Covered:

- Brand Value
- Business Alliances
- Competitive Markets
- Customer Service
- Loyalty Programs
- Relationship Marketing Practices
- Social Media
- Transactional Marketing

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## ABOUT THE AUTHOR

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**Süphan Nasir** received her BS degree in Sociology from Bogaziçi University, Turkey, and her PhD degree in Marketing from Istanbul University, Turkey. She was assigned as Assistant Professor in the Department of Business Administration at Istanbul University in 2007 and promoted to the position of Associate Professor in 2009. She is currently an Associate Professor at Istanbul University and she has been holding the positions of Chair of Production Management and Marketing discipline, vice chair of Business Administration Department, and Coordinator of Business Administration e-Learning program since 2009. She has been also actively dealing with higher education issues. She has been Editor-in-Chief of *International Journal of E-Entrepreneurship and Innovation* and Associate Editor of *Yükseköğretim Dergisi / Journal of Higher Education* since 2010. She is the advisory board member of *Journal of Higher Education and Science* and *The Society of Digital Information and Wireless Communications (SDIWC)*. She also undertook important roles such as organization committee member and advisory board member of international conferences about higher education such as The International Higher Education Congress: New Trends and Issues (UYK-2011), International Congress on Trends in Higher Education: Innovations and Entrepreneurship (ICTHE2012), National Congress on E-Learning Technologies (2013), and International Summit of Istanbul Economists (2013). Customer relationship management as well as consumer behavior, innovation management, entrepreneurship, and higher education issues are the scope of her interest area. Her latest book entitled *Modern Entrepreneurship and E-Business Innovations* was published in the USA in 2013. Her articles have been published in reputable books and international academic journals. She attended some major international conferences as keynote speaker. She has also presented her research papers at major international conferences and received several scientific publications and best presenter awards.