



Loyalty.com: Customer Relationship Management in the New Era of Internet Marketing: Customer Relationship Management in the New Era of Internet Marketing

Frederick Newell

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Strategies to build rock-solid customer loyalty in the age of E-commerce.

Online retailers like Amazon.com and e-Bay are changing the face of shopping much as malls did in the 1970s and companies must master new rules to keep customers coming back. *Loyalty.com* shows companies how to shift their focus from impersonal database marketing to true customer relationship management (CRM), blending CRM and Web strategies to outline a program for lasting customer relationships.

Case studies and real-world examples show CRM in action and provide E-commerce marketing strategies for both business-to-customer and business-to-business success. Packed with analysis tools and measurement techniques for holding customers in an increasingly fragmented marketplace, *Loyalty.com* covers then goes beyond Internet and e-mail to reveal comprehensive programs for keeping customers well into the 21st century.

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