



## **Cranfield Research Report Business Case for Customer Relationship Management (Financial Times Series)**

*By Simon Knox, Lynette Ryals, Stan Maklan*

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**Cranfield Research Report Business Case for Customer Relationship Management (Financial Times Series)** By Simon Knox, Lynette Ryals, Stan Maklan Bibliography

- Published on: 2000-06-27
- Original language: English
- Number of items: 1
- Dimensions: 11.65" h x .39" w x 8.27" l,
- Binding: Paperback
- 144 pages



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