

# Fast Moving Consumer Goods Crm

**Paolo Guenzi,Susi Geiger**

**FMCG: The Power of Fast-Moving Consumer Goods** Greg Thain ,John Bradley,2014-07-11 This book is a history of the some of the world's most famous brands, from humble beginnings to current exalted status, from smudged, kitchen-table pamphlets to \$ multi-million ad campaigns, from backyard experiments to global research. It examines the most recent developments in these glittering trajectories and reveals the very DNA of the brands themselves. Is it mastery of absorbency, the virtuoso integration of acquisitions, developing incomparable consumer trust, the ability to think in decades? All is revealed. If you work in Retail, FMCG, Marketing or Consumer Goods, this is a must-read book. Keywords: FMCG , History, Manufactures, Brands, Innovation, Global, Consumer, Retail, Market, Emerging Markets, Coke, Colgate-Palmolive, Danone, Dean Foods, Estée Lauder, General Mills, Heinz, Henkel, Kellog, Kimberly-Clark, Kraft, L'Oréal, Mars, Nestlé, Procter & Gamble, Pepsi, Reckitt Benckiser, Unilever

*Building a Brand Image Through Electronic Customer Relationship Management* Naim, Arshi,Kautish, Sandeep Kumar,2022-06-30 Effective e-customer relationship management is imperative for increasing customer satisfaction, online sales, website patronage, loyalty, and retention. To understand exactly how this business strategy can be applied to enhance business operations, further study on its various benefits, opportunities, and challenges is required. Building a Brand Image Through Electronic Customer Relationship Management develops electronic customer relationship management strategies for achieving customer satisfaction and explains the concepts and uses of electronic customer relationship management to meet strategic objectives, improve customer loyalty, and build brand image. Covering topics such as marketing, brand equity, customer loyalty, and social media, this reference work is ideal for business owners, managers, entrepreneurs, industry professionals, researchers, scholars, practitioners, academicians, instructors, and students.

**Customer Relationship Management** Francis Buttle,Stan Maklan,2019-04-24 Customer Relationship Management, Fourth Edition continues to be the go-to CRM guide explaining with unrivalled clarity what CRM is, its uses, benefits and implementation. Buttle and Maklan take a managerial perspective to track the role of CRM throughout the customer journey stages of acquisition, retention and development. Theoretically sound and managerially relevant, the book is liberally illustrated with examples of technology applications that support marketing, sales and service teams as they interact with customers, but assumes no deep technical knowledge on the reader's part. The book is structured around three core types of

CRM - strategic, operational and analytical - and throughout each chapter, case illustrations of CRM in practice and images of CRM software demystify the technicalities. Ideal as a core textbook for advanced undergraduate and postgraduate students on CRM or related courses such as relationship marketing, digital marketing, customer experience management or key account management, the book is equally valuable to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management. NEW TO THIS EDITION: New and updated international case illustrations throughout New and updated screenshots from CRM applications Fully updated to reflect the evolving CRM landscape, including extended coverage of: Big data and its influence on CRM Artificial intelligence (AI) Advances in CRM analytics The relationships between CRM and customer experience management The role of social media in customer management strategy Real-time marketing Chatbots and innovative customer self-service Privacy and data security Updated lecturer support materials online

**Customer Relationship Management** V. Kumar, Werner Reinartz, 2018-05-15 This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title “CRM at Work” all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

**Statistical Methods in Customer Relationship Management** V. Kumar, J. Andrew Petersen, 2012-07-26 Statistical Methods in Customer Relationship Management focuses on the quantitative and modeling aspects of customer management strategies that lead to future firm profitability, with emphasis on developing an understanding of Customer Relationship Management (CRM) models as the guiding concept for profitable customer management. To understand and explore the functioning of CRM models, this book traces the management strategies throughout a customer's tenure with a firm. Furthermore, the book explores in detail CRM models for customer acquisition, customer retention, customer acquisition and retention, customer churn, and customer win back. Statistical Methods in Customer Relationship Management: Provides an overview of a CRM system, introducing key concepts and metrics needed to understand and implement these models. Focuses on five CRM models: customer acquisition, customer retention, customer churn, and customer win back with supporting case studies. Explores each model in detail, from investigating the need for CRM models to looking at the future

of the models. Presents models and concepts that span across the introductory, advanced, and specialist levels. Academics and practitioners involved in the area of CRM as well as instructors of applied statistics and quantitative marketing courses will benefit from this book.

**CUSTOMER RELATIONSHIP MANAGEMENT** ,2023-11-30 The word customer relationship management (CRM) has been commonly used by information technology companies to refer to the software solutions that are utilised to assist the marketing, selling, and service functions of enterprises. This equates customer relationship management with technology. Even though there are currently a lot of companies competing in the market for customer relationship management software, the commercialization of this software was significantly increased in 1993 when Tom Siebel established Siebel Systems Inc., which is now a part of Oracle. The word customer relationship management (CRM) can be traced back to that time period. According to Gartner, Inc., a research and advisory business that specialises in information technology, annual spending on customer relationship management (CRM) software reached \$26.3 billion in 2015. This is a 12.3% increase from the previous year's figure of \$23.4 billion, and the company forecasts that this number will increase to \$80 billion by the year 2025. Spending on customer relationship management (CRM) comprises not only software licences and subscriptions but also fees for cloud services comprising data storage.

**Cause-Related Marketing** M. Mercedes Galan-Ladero,Clementina Galera-Casquet,Helena M. Alves,2021-03-27 This textbook uses a case study approach to present a variety of cause-related marketing campaigns that have been developed by companies, and NGOs. These innovative case studies help students understand how such campaigns affect for-profit and non-profit organizations, customers, and society in general. This book also offers numerous useful examples to understand the theory of cause-related marketing and how it can be applied in different countries and cultural contexts. Lecturers will find the teaching notes provided with each case useful for the classroom.

**Brands and Gaming** D. Nichols,T. Farrand,T. Rowley,M. Avery,2005-11-14 The computer gaming industry is bigger than the film and music industries and is growing faster than both of them put together. The industry is also changing fast. The typical computer gamer is in his mid 20s and female gamers make up one of the faster growing parts of the market. New developments in sociability and interactivity are also transforming the industry. This is the first major study of brands and gaming and shows huge opportunities for brand development

*Corporate Community Involvement* Nick Lakin,Veronica Scheubel,2017-09-08 We need to do Community Involvement better - we know we're spending millions each year on charitable causes; how can we find out what is really effective and what people will appreciate us for? Who should we partner with? How can we make a real difference in society and help our business? Companies around the world are trying to answer these questions. Many are asking the same questions even as, collectively, they continue to spend billions on their communities. How do they know which activities are really worthwhile?

Building on the authors' own extensive global experience at Nokia and E.ON, as well as the experience of many other experts in the field, this book offers the first-ever how to roadmap for managers on the comprehensive implementation of strategic Community Involvement inside their companies. It is designed to be practical, for those who want to act upon what they have read. It will fill a long-neglected niche as a day-to-day reference guide for practitioners. Corporate Community Involvement demonstrates what to do and how to do it. The advice is backed up by inspiring interviews with best-in-class practitioners from businesses such as Microsoft, GlaxoSmithKline, Ericsson, and Deutsche Bank and leading international Corporate Responsibility and Community Involvement experts. The book highlights proven best-practice approaches, effective methods, and concise tools to help managers get there faster and get it right first time. The core of the book is a step-by-step guide to developing and implementing a comprehensive and successful approach to Corporate Community Involvement. It shows how to: conduct a current state analysis and devise a strategy, organize staffing and budgets, integrate Corporate Community Involvement throughout the business and create high-profile programs, partner across sectors, measure and evaluate results, communicate successful activities, and overcome challenges. Corporate Community Involvement has an international perspective: the models and principles advocated are adaptable anywhere in the world. Also, it is designed to have as much relevance to a small or medium-sized enterprise as to a multinational. The book outlines the history and future of Corporate Community Involvement, explaining the business context and why companies need to manage their programs strategically. It also distinguishes between the growing lexicon of terminologies and provides clear definitions of terms such as philanthropy, sponsorship, Corporate Citizenship, Corporate Responsibility and Sustainability, advising when they are appropriate and how each can add value to corporate activities. This will be an indispensable resource for those working at the interface between business and the community. New or developing practitioners will learn from both the successes and failures of those before them. Representatives from other sectors, notably government, international agencies, NGOs, and academia, will come to understand companies' internal requirements for cross-sector collaboration programs in the community better. And students interested in this field will be better equipped to start careers.

**Omnichannel Retail** Tim Mason, Sarah Jarvis, 2023-09-03 The retail industry is under significant pressure. Not only are retailers grappling with rising costs, but they are trying to keep up with rapidly changing consumer behaviours, technological advancements and ever-increasing competition. To win, retailers today have to learn how to serve customers equally well both on and offline. This means integrating the physical seamlessly with the digital and creating something that is flawlessly omnichannel as, more than ever, customers are seeking convenient, personalized and unified shopping experiences, regardless of when or where they choose to engage. An omnichannel approach to retail delivers the potential to boost footfall, enhance customer insight, improve service, grow loyalty and ultimately drive sales. Omnichannel Retail serves as a practical guide for businesses on how they can better serve customers to fuel their growth by harnessing the opportunity that

being digitally enabled and data-driven brings. This fully updated new edition explains how to build engaging loyalty schemes, deliver personalized marketing and how to maximize the power of customer data. Featuring case studies from omnichannel leaders worldwide such as Asda, Woolworths Australia, Target and Pret A Manger, this book provides tangible and proven examples of how retailers can capitalize on the opportunity that our hyper-connected and always-on world presents.

Sales Management Paolo Guenzi, Susi Geiger, 2017-09-16 Sales Management offers a global perspective on the opportunities and issues facing today's sales managers. Current textbooks have failed to move beyond the US context; Sales Management provides unique access to European and international experts, with globally relevant case studies.

**Marketing Theory and Practice in Romania** Nicolae Alexandru Pop, 2025-08-24 Over the last three decades, the Romanian economy transitioned from a centralized, nonmarket economy, that outlawed private property, to a thriving, free-market economy. During this time, it had to overcome non-marketed mentalities, the novelty of private ownership, develop a civil society, absorb numerous political shocks, contend with the global digital revolution, and compete with foreign rivals. This book explores the marketing experiences in Romania over this period to provide insights for other developing nations, such as Asia, Africa, and South America. It provides a blend of marketing concepts and analytical tools as well as case studies. It explores such topics as artificial intelligence, neuromarketing, introduction to international marketing, relationship marketing, sports marketing, retail marketing, marketing in family businesses, and tourism marketing, to name a few. This book is useful for researchers, scholars, academics, students and practitioners interested in international marketing and marketing strategy, particularly for developing nations.

Event Management For Dummies Laura Capell, 2013-08-02 Whether you want to break into this burgeoning industry, or you simply need to plan an event and don't know where to start, there's something for all would-be event planners in Event Management For Dummies. Packed with tips, hints and checklists, it covers all aspects of planning and running an event - from budgeting, scheduling and promotion, to finding the location, sorting security, health and safety, and much more. Open the book and find: Planning, budgeting and strategy Guests and target audience Promoting and marketing events Location, venue and travel logistics Food, drink, entertainment and themes Security, health and safety, permissions, insurance and the like Tips for building a career in event management

**Marketing Made Simple** Paul Reynolds, Geoff Lancaster, 2007-06-07 Marketing Made Simple is an introductory text offering an overview of all basic marketing concepts and techniques. The book covers the latest developments in marketing thinking and practice, including hot topics such as Customer Relationship Management (CRM) and business-to-business marketing. Packed with examples and vignettes, it offers a clear-sighted starting point of value to students, practitioners and those wishing to gain a better insight into the subject of marketing.

*Software Product Management* Timo Wagenblatt, 2019-08-02 This book is for product managers, product owners, product marketing managers, VPs and Heads of Product, CEOs, and start-up founders. In short, it serves anyone interested personally or professionally in software product management. You'll learn how to plan, coordinate and execute all activities required for software product success. It enables you to find the right balance for delivering customer value and long-term product success. The book offers a comprehensive introduction for beginners as well as proven practices and a novel, holistic approach for experienced product managers. It provides much-needed clarity regarding the numerous tasks and responsibilities involved in the professional and successful management of software products. Readers can use this book as a reference book if they are interested in or have the urgent need to improve one of the following software product management dimensions: Product Viability, Product Development, Go-to-Market / Product Marketing, Software Demonstrations and Training, The Market / Your Customers, or Organizational Maturity. The book helps product people to maximize their impact and effectiveness. Whether you're a seasoned practitioner, new to software product management, or just want to learn more about the best-of-all disciplines and advance your skills, this book introduces a novel and "business" tested approach to structure and orchestrate the vital dimensions of software product management. You will learn how to create focus and alignment on the things that matter for product success. The book describes a holistic framework to keep the details that matter for product success in balance, taking into consideration the limiting factors, strategies and responsibilities that determine the overall product yield potential. It explains how to leverage and adapt the framework with regard to aspects like product viability, product development, product marketing and software demonstrations and training, as well as more general aspects like markets, customers and organizational maturity. The book focuses on the unique challenges of software product managers or any related roles, whether you are a founder of a small to mid-sized software company or working in the complex ecosystems of large software enterprises or corporate IT departments.

**Marketing Made Simple** Geoffrey Lancaster, Paul Reynolds, 2002 This introductory text on basic marketing concepts and techniques covers developments in marketing thinking such as Internet marketing, CRM, and b2b marketing. Case studies of marketing success stories and failures are also included.

**Marketing** Susanna Jaray, 2005 As the most creative corner of the business world, a career in marketing will have you at the centre of creating ideas for new products and services. Profiling a diverse range of industry professionals, insider tips and information on how to get your qualifications.

**InnoScope: 2011** TTGV, 2012-01-01

**eMarketing eXcellence** PR Smith, Dave Chaffey, 2012-10-12 'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers

involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to:

- Draw up an outline e-marketing plan
- Evaluate and apply e-marketing principles & models
- Integrate online and offline communications
- Implement customer-driven e-marketing
- Reduce costly trial and error
- Measure and enhance your e-marketing
- Drive your e-business forward

As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.

**Handbook of Marketing Decision Models** Berend Wierenga, 2008-09-05 Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet), online marketing (e-commerce) and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models, but major progress has also taken place in existing types of marketing models. Handbook of Marketing Decision Models presents the state of the art in marketing decision models. The book deals with new modeling areas, such as customer relationship management, customer value and online marketing, as well as recent developments in other advertising, sales promotions, sales management, and competition are dealt with. New developments are in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets.

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