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By Jill Dyché

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Anand, S (2008), Customer Relationship Management in Indian Banks, Journal of. Professional Banker, Dec. . Dych', J., (2002) The CRM Handbook, A Business Guide to Customer Relationship. Management , Addison-Wesley, Information Technology Series. Griffin, Jill and Lowenstein, Michael W. (2001). Customer

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Oct 31, 2001 The checklist below offers a series of considerations Regardless of whether management requires a CRM business the ideal response to an information mailing. Jill Dych is a partner with Baseline Consulting, a business The CRM Handbook (Addison Wesley) and is recognized for her articles in

[http://customerthink.com/crm\\_pre\\_implementation\\_checklist/](http://customerthink.com/crm_pre_implementation_checklist/)

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