

# **The CRM Handbook: A Business Guide To Customer Relationship Management (Addison-Wesley Information Technology Series) By Jill Dyché**

**By Jill Dyché**

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by Jill Dych Essentials of CRM: A Guide to Customer Relationship Management / Edition 1 . Publisher: Pearson Education; Publication date: 08/23 /2001; Series: Addison-Wesley Information Technology Series; Sold by: Barnes & Noble

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