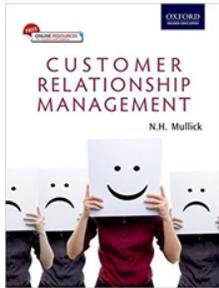


Book Review: Customer Relationship Management



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Customer Relationship Management (CRM) is a comprehensive textbook targeted at students of management especially with marketing as specialization. The salient features of this textbook could be broadly classified as follows:

- a. Detailed discussions on contemporary CRM and CRM related topics. Some of them are m-CRM, ERP integration etc.
- b. Extensive use of figures, tables and exhibits to support text making it reader friendly.
- c. Inclusion of rigorous and exhaustive end-chapter exercises to enhance the understanding of the subject.
- d. Real life simulations in contemporary CRM in the form of case studies.
- e. Use of numerous contemporary situations and examples to help readers understand various issues and challenges in modern day Customer Relationship Management.
- f. Provision of free online resources for faculty and students.

The textbook has been divided into four parts. There are a total of 12 chapters. The first part (Part 1) titled as Customer Relationship Management:

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Concepts and Processes sets the tone for the book. There are four chapters in this part which take us from the evolution of relationship marketing across organizations to the transition from focusing on the product to the customer. The various concepts and issues discussed in the first part include the adoption and growth of relationship marketing to achieve competitive advantage; amalgamation of people, processes, and technology for optimum results leading to organizational success; lifetime value of customers and shift from product centric organizations to customer centric organizations.

The second part (Part 2) titled as Analytical CRM takes the discussion forward in an analytical direction. There are two chapters in this part which collectively emphasize the importance of creating and maintaining database for effective and successful CRM. We get a good idea of the contemporary practices in organizations with respect to database management including data management and data mining. Such database management could lead organizations to correct and successful decisions about customers in particular and business in general.

The third part (Part 3) called CRM Operations has two chapters. This part lays the emphasis on creating a loyal pool of customers so as to retain them for a lifetime. This approach calls for a heightened service orientation in various CRM programs and strategies. The title of part 3 is aptly chosen as CRM Operations as it addresses CRM from an operational perspective. The issue of CRM in marketing channels is also very nicely discussed.

The fourth part (Part 4) titled as CRM: Technology, Implementation, and Applications has four chapters. The chapters in this part are a good way to conclude

the discussion on CRM. Today, nothing can work without technology and so is the case with CRM. The latest developments in technology for CRM and the resulting benefits have been clearly outlined here. The idea of proper and effective implementation of CRM has been well outlined and highlighted. We can get to know how to choose the correct CRM vendor and integrating it with ERP. We also find here meaningful discussions on the application of CRM in various service sectors like airlines, health care etc. and various consumer and business markets. The final chapter talks about assessment of CRM. It is the perfect way to end the book as a final evaluation and assessment of CRM and CRM practices must be done. It ponders over the need for investments in CRM and the accruing benefits. At the same time, we also get a clear insight about the reasons of failure of CRM in many organizations.

The book is very well drafted and written. The author tries to ensure that there is an exhaustive and in-depth coverage on various issues pertaining to CRM. The language and tone adopted in the book is fairly simple and even a common reader could get vital information about CRM from this book. The best part is that this book is a nice mixture of theory and practice. Without addressing real issues and situations, CRM theory may not be enough for decision makers and students. And thus the need for relevant practical discourse has been well met here. The style of the text in this book is critical and thought provoking. The book will help readers think from an analytical point of view and help them in becoming better decision makers.

To sum up, the book titled Customer Relationship Management is a pleasure to read owing to its simple language and style, use of numerous examples and illustrations and a managerial approach for effective implementation of CRM.