

RELATIONSHIP MANAGEMENT

Definition • Process • Types • Importance



Relationship Management

Hedley Smyth



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Relationship Management and the Management of Projects Hedley Smyth, 2014-08-27 Relationship Management and the Management of Projects is a guide to successfully building and managing relationships as a project manager and in the project business Relationship management is a core skill for any project business to develop capabilities and manage the interface with projects providing guidance to project managers as they negotiate with business partners and coordinate between business functions Whatever the structures and procedures an organization has and whatever the project management tools and techniques they are only as good as the hands they are in Yet relationship management though a well established discipline is rarely applied to the process driven world of project management This book is a much needed guide to the process of enhancing these skills to boost firm performance team performance and develop collaborative practices Hedley Smyth guides you through the processes of relationship management examining the theory and practice This book highlights the range of options available to further develop current practices to ensure a successful relationship management in all stages of a project s lifecycle Relationship Management and the Management of Projects is valuable reading for all students and specialists in project management as well as project managers in business management the built environment or indeed any industry

Customer Relationship Management Daniel D. Prior, Francis Buttle, Stan Maklan, 2024-01-23 This highly regarded textbook provides the definitive account of Customer Relationship Management CRM concepts applications and technologies focusing on how companies can create and maintain mutually beneficial relationships with customers Readers will gain a thorough understanding of the conceptual foundations of CRM see CRM in practice through illustrative case examples and exercises and understand how to organise customer data gathering analysis and presentation for decision making The book achieves these outcomes by first considering strategic CRM before moving into operational CRM and finally onto analytical aspects of CRM The fifth edition has been fully updated to include A series of new case examples to illustrate CRM within various regional and industrial contexts including those relevant to large medium and small enterprises A series of new exercises and discussion questions to help readers understand CRM concepts and to support pedagogical processes particularly in higher education environments A greater emphasis on managerial applications of CRM through new content to help guide managers An updated account of new and emerging technologies relevant to CRM Expanded coverage of customer experience CX customer engagement CE and customer journey management CJM Customer Relationship Management is essential reading for advanced undergraduate and postgraduate students studying CRM Sales Management Customer Experience Management and Relationship Marketing as well as executives who oversee CRM functions Online resources include an Instructor s Manual chapter by chapter PowerPoint slides and a bank of exam questions

The Relationship Manager Tony Davis, Richard Pharro, 2003 This book deals with a new role the Relationship Manager and has been written to fill the gap between technical and business aspects of successful project delivery

Customer Relationship Management V. Kumar, Werner Reinartz, 2019-01-11 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

Client Relationship Management David A. Po-Chedley, 2001 This book reveals how to truly excel at meeting client needs and lock in future business client testimonials increased referrals and client loyalty Insightful and full of common sense Client Relationship Management sheds new light on managing the six elements of successful client relationship management The client relationship relationship project initiation planning implementation closeout and application service plan The book delivers a wealth of advice from the real world how to define solutions based on the client s history design a plan that secures ownership from stakeholders promote strong communication and orchestrate project closeout to acknowledge individual and team performance

Enterprise Relationship Management Andrew Humphries, Richard Gibbs, 2016-03-09 In today s connected global marketplace success and failure is bound up with the management of your inter organisational partnerships Competition is no longer between individual organisations but between alliances of companies and networks of supply chains Richard Gibbs and Andrew Humphries provide a practical guide to the management process and skill sets needed for co ordinating the business activities that are essential to creating a competitive advantage Their eight partnership types developed from earlier research help readers adapt their relationship strategies to the different opportunities that present themselves and focus their greatest time and resources on the collaborations that offer the greatest value The text includes an explanation of the context for collaboration the principles and drivers for success as well as techniques for appraisal and management This is an excellent overview of the tools techniques and philosophies behind an enterprise s successful management of its strategically important relationships Enterprise Relationship Management will help ensure your organisation has the requisite ability to form manage retire and exit partnerships in a fluid and agile way Whether you are in sales or marketing or finance and operations this book will show you how to get the most from your partnerships

Public Relations As Relationship Management John A. Ledingham, Stephen D. Bruning, 2000-01-01 The emergence of relationship management as a paradigm for public relations scholarship and practice requires a close examination of just what is achieved by public relations its

definition function and value and the benefits it generates Initiated by the editors interest in cross disciplinary exploration this volume evolved to its current form as a result of the need for a framework for understanding public relations and the potential impact of organization public relationships on the study practice and teaching of public relations Ledingham and Bruning include contributions that present state of the art research in relationship management applications of the relational perspective to various components of public relations and the implications of the approach to influence further research and practice The discussion conducted here is certain to influence and promote future theory and practice on the concept of relationship management

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