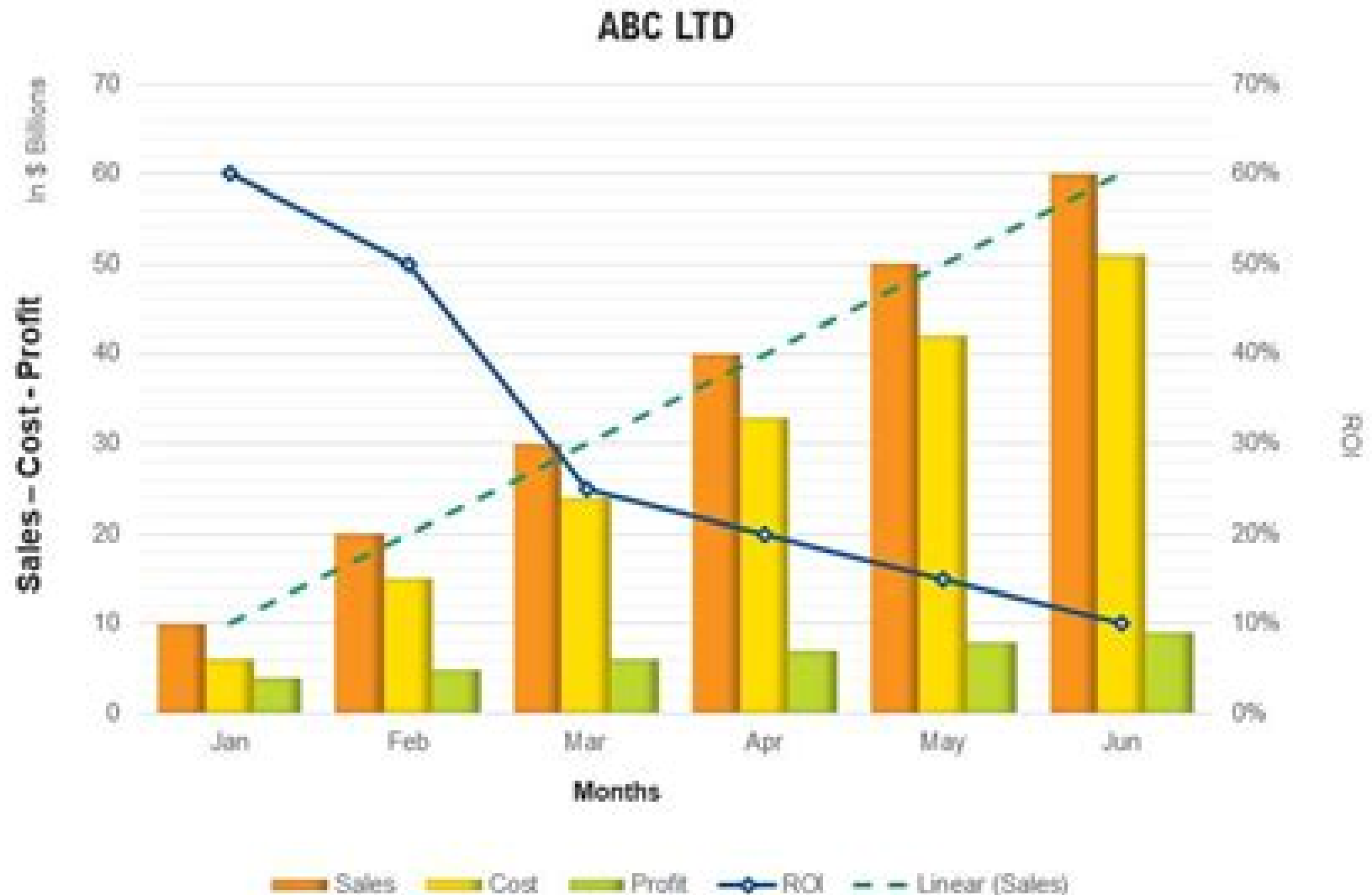


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# Relationship Marketing Process Performance And Profit

**Teresa Swartz, Dawn Iacobucci**



## **Relationship Marketing Process Performance And Profit:**

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*ICIC 2020* Bedjo Santoso ,Henny Pratiwi Adi ,Heru Sulisty, Dyana Wijayan, Choiril Anwar, Ahamad Faosiy Ogunbado, 2020-12-14 We are delighted to introduce the proceedings of the 1st INTERNATIONAL CONFERENCE ON ISLAMIC CIVILIZATION ICIC 2020 bringing together researchers academics experts and professionals in examining selected theme on Islamic Perspective of Sustainable Development and The Role of Islamic Economics In Today s Global Finance This event was held on 27 August 2020 virtually by Universitas Islam Sultan Agung in collaboration along with some Islamic universities in Indonesia and overseas The papers published in this proceeding are from multidisciplinary researches related to economy education humanities Islamic studies laws social sciences and health Each contributed paper was refereed before being accepted for publication The single blind peer reviewed was used in the paper selection

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Customer Relationship Management Francis Buttle,2009 This title presents an holistic view of CRM arguing that its essence concerns basic business strategy developing and maintaining long term mutually beneficial relationships with strategically significant customers rather than the operational tools which achieve these aims

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