



# Customer Relationship Management: Emerging Concepts, Tools and Applications

*By Jagdish N. Sheth, Atul Parvatiyar, G. Shainesh*

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**Customer Relationship Management: Emerging Concepts, Tools and Applications** By Jagdish N. Sheth, Atul Parvatiyar, G. Shainesh Bibliography

- Sales Rank: #208044 in Books
- Published on: 2000-11-21
- Original language: English
- Dimensions: 25.00" h x 4.49" w x 18.58" l, 2.82 pounds
- Binding: Hardcover
- 550 pages



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