



## CrM in Action: Maximizing Value Through Market Segmentation, Product Differentiation Customer Retention

By Dr Ken K Wong

iUniverse, United States, 2011. Paperback. Book Condition: New. 231 x 185 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Written in Dr. Wong s vivid and interesting style, and furnished with real-life examples from Canada, this book helps marketers to generate greater customer value by making good use of market segmentation, product differentiation, and customer retention strategies. Advance Praise for CRM in Action This book helped me a lot in figuring out how to attract the right customers who can see real value in our healthcare services and retain them. It is a lot of planning and thinking behind this seemingly simple task, and this book guides you all the way with simple language and a lot of illustrative examples. -Ekaterina Leonova, Sweden Readers will gather from Dr Wong s experience after reading the book because he reveals common traps and pitfalls, and gives advice on self-check questions on how to overcome them or bypass them altogether. This book should give you an excellent start in your CRM initiative. -Hoo Chee Wai, Singapore.



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