

CUSTOMER RELATIONSHIP MANAGEMENT IN THE FINANCIAL INDUSTRY RAJOLA FEDERICO

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Federico Rajola holds a PhD in Information Systems and Management. He is a Professor at the Management Faculty of the Universit Cattolica of Milan where he teaches Project Management and Organization Studies. He is also the Rector Delegate on Information Technology and Innovation and the scientific director of CeTIF, the research Centre on Technology, Innovation, and Finance of the Catholic

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The emphasis is then drawn to development of effective CRM (and CRM 2.0) initiatives by making use of illustrative case studies of successful CRM systems implementation in the financial industry. The framework adopted in this book can be used by both scholars and managers to evaluate the interdependencies between operations, business processes, and CRM systems.