

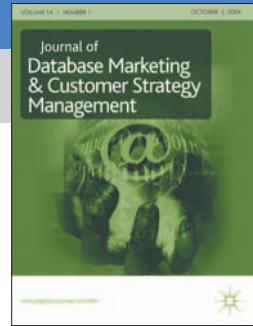
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Aims and Scope:

Journal of Database Marketing & Customer Strategy Management is the definitive international quarterly for consumer-focused marketers. It provides essential reading for those who need to keep in touch with the ever-evolving facets of Customer Relationship Management. It tackles the twin themes of customer management, including multichannel marketing, customer loyalty and experience, call-centre operations, e-business and account management; and marketing strategy, with analysis of results-based CRM, data sourcing, warehousing, lifestyle and psychographic data, database building and software and hardware selection.

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