



# The Customer Management Scorecard: Managing CRM for Profit

*Neil Woodcock, Bryan Foss, Merlin Stone*

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Given the big budgets that are attached to customer management (CM) initiatives, it's not surprising that companies are keen to see a good level of return on investment. But many companies, especially large ones, are finding that they are not adding value through their CM programs. Conversely, those companies that have focused on improving their CM are seeing significant benefits, as this book clearly shows.

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