

COURSE LITERATURE

Customer Relationship Management 7.5 credits M7010N

Customer Relationship Management

Course literature admitted: Autumn 2020 Sp 1 - Present

**DECISION DATE
2020-06-18**

Buttle, F. & Maklan, S. (latest edition) Customer Relationship Management: Concepts and Technologies, Routledge.
Literature might be added.

Examiner

Tim Foster