



Wireless Rules: New Marketing Strategies for Customer Relationship Management Anytime, Anywhere

Frederick Newell, Katherine Newell Lemon

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In 2001 the number of firms engaging in e-commerce is expected to sky rocket from 600,000 to 2.5 million with more than half a billion people expected to be using some kind of wireless device by 2003. As these conditions foster a revolution in wireless communications, companies are finding new ways to lead the charge in around-the-clock, one-to-one communication with their customers. This text outlines a paradigm for marketing: m-marketing, incorporating mobile, wireless, e-commerce and customer communication. This wireless world opens the doors for opportunities - and risks - for marketing professionals. While computer giants like Microsoft, Sun, and Oracle develop programs for wireless devices, marketers must learn to jump ahead of the curve in order to remain competitive. The authors explain how challenging new telecom technologies will impact CRM and what marketers can do to keep customers for life by developing successful CRM projects in a wireless world. This study helps marketing professionals reach their customers in a way that simple CRM or database marketing cannot. The authors go beyond strategic frameworks and share new ways to offer customer-centric listen-and-learn techniques in today's have-it-now culture of wireless communication. Complete with case studies and action steps readers learn how to improve customer loyalty with individualized messages, how to make the most of B2B opportunities and how to tackle privacy issues.

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