



# CRM Relationship Marketing

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CRM IT

Relationship Marketing

Benefit Program

Communication

Communication

Benchmarking, Re - engineering

가

IMF

97

가

CRM

가

90

IT

Marketing Tool

Loyalty

Paradigm

CRM

CRM

IT

Mass media

CRM

CRM

가

가

CRM  
Needs  
Relationship Marketing  
Communication  
Value Delivery가  
Value Creation

CRM  
CRM  
가  
, CRM  
Needs  
CRM Program  
Output  
CRM  
CRM  
RM  
CRM  
CRM

, CRM  
Tool  
가  
CRM  
Relationship Marketing  
, Channel Partner,  
Loyalty

, CRM  
가  
Process, IT  
CRM IT  
Marketing  
Communication  
Relationship Benefit Program  
Communication

Leadership System  
< 1> Relationship Marketing Model

, CRM  
Customer  
CRM  
Needs  
Value Delivery가 Relationship  
Value Creation  
Marketing  
Communication

< 1> CMG Relationship Marketing Model

