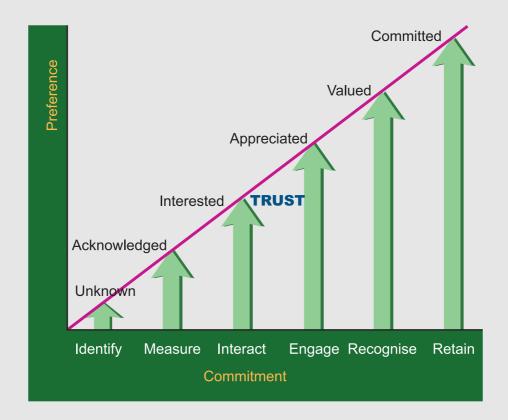
CRM Relationship Marketing

CRM	ІТ						
	,			•			
Relationship Marketing				Benchmarking, Re - engineering			
Benefit	t Program						
	Communication						
			가				
	Communication						0.
			IMF				9 [·] 가
	•						
			CRM	가			
			90			IT	
					Marketing	Tool	
		Dorodina		Loyalty			
		Paradigm			CRM		
					CRM	ΙΤ	
	Mass media						
			CRM		가		
			CDM	٦L			

CRM Needs Value Delivery가 Relationship Marketing Value Creation Communication CRM Tool CRM 가 , CRM CRM Needs RMCRM Program CRM Output CRM , CRM Relationship Marketing CRM , Channel Partner, Tool 가 Loyalty CRM IT Relationship , CRM Marketing Benefit Program 가 Process, Communication 가 IT Communication Leadership System Relationship Marketing Model 가 , CRM 가 Customer CRM Needs Value Delivery가 Relationship Marketing Value Creation Communication

1> CMG Relationship Marketing Model



ΙT System Relationship . IT RMΙT CRM Relationship Marketing CRM Tool 가 . Relationship Marketing , Channel Partner 가 Tool Benefit Program ·A 가