

Customer Relationship Management (CRM) als zentraler Faktor für den Unternehmenserfolg am Beispiel der stadtmobil Rhein-Ruhr GmbH



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CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ALS ZENTRALER FAKTOR FÜR DEN UNTERNEHMENSERFOLG AM BEISPIEL DER STADTMOBIL RHEIN-RUHR GMBH

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