



**HÖGSKOLAN  
I GÄVLE**

**Customer Relationship Management 7.5 cr**

*Customer Relationship Management 7,5 hp*

**Version**

**Valid from**

**Valid to**

8/19/13

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**Course identifier**

FEA210

**Course Literature**

Donaldson, B. & O'Toole, T. (latest edition). *Strategic Market Relationship*. Chichester, UK: John Wiley & Sons. pages: ca 300 s.

Articles approx (500 p.)