



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.)