



# Customer Relationship Management Using Business Intelligence

*Graham Sturdy*

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## **Customer Relationship Management Using Business Intelligence** Graham Sturdy

This title provides a well-researched and comprehensive resource for understanding and implementing Enterprise Resource Planning, and Business Intelligence systems. It provides an essential resource for those who are considering implementing such systems within their own organisations, or for managers who wish to maximise the potential of ERP and BI systems that they currently operate. It provides a complete resource for understanding and implementing ERP and BI in relation to the needs of the business as a whole, and it includes in-depth coverage of all the key areas essential to the IT function. It provides specific and practical guidance on implementing ERP and BI systems that he has formulated along with a number of academic practitioners and industry experts. Importantly, it demonstrates how these initiatives can be implemented in a real-world environment and in accordance with stated business objectives so as to achieve positive and productive change. It also addresses the subject area of The Psychology of BI Integration which has not been previously explored to any great extent within the literature, in which the author proposes the use of the BI Psychology Adoption Model which provides new thinking as to how employees react, when confronted with new technology within the workplace.

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