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## CUSTOMER

## RELATIONSHIP

©Journal of Global Business and Technology, Volume 1, Number 2, Fall 2005 83 The answer to this question has to be no. The reason for this is that not all organisations have customer information, which makes the implementation of CRM impossible. Examples of these products include mass products (Gordon, 1998). Thu, 27 Sep 2018 07:52:00 GMT IMPLEMENTING A CUSTOMER

## RELATIONSHIP

## MANAGEMENT

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