Client/Customer Management

Books
A selection of the many books on the subject that are readily available from online and High Street book stores.


Articles


CIMA members can obtain articles on this topic from the Business Source Corporate database. Business Source Corporate can be found in http://www.cimaglobal.com
(Please refer to the CIMA Professional Development section.)


Websites


Sections on “Customer Relationship Management”, “Profitable Customers” and “Customer Care” can be found on the Business Link website http://www.businesslink.gov.uk

Institute of Customer Service is a professional organisation. Articles and case studies on customer care are available on their website http://www.instituteofcustomerservice.com

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