

Call for CRM papers for best practice casebook

Marketing Mix, in association with Sappi, will be publishing a best practice CRM relevant to South Africa in June 2006, to be launched at Markex. Categories include but are not limited to: auto, financial, multi-partner programme, discount programme, airline, charity, affinity, retail and consultants. Email consulting editor, proximity#ttp CEO Nici Stathacopoulos, on before 31 March 2006 with your 150-word synopsis; only a selection of the best case studies will be selected. The *CRM Casebook* will be distributed to professional marketers across the corporate sector and larger SMEs, as well as to senior government representatives, universities and international affiliates.

For more, visit: <https://www.bizcommunity.com>