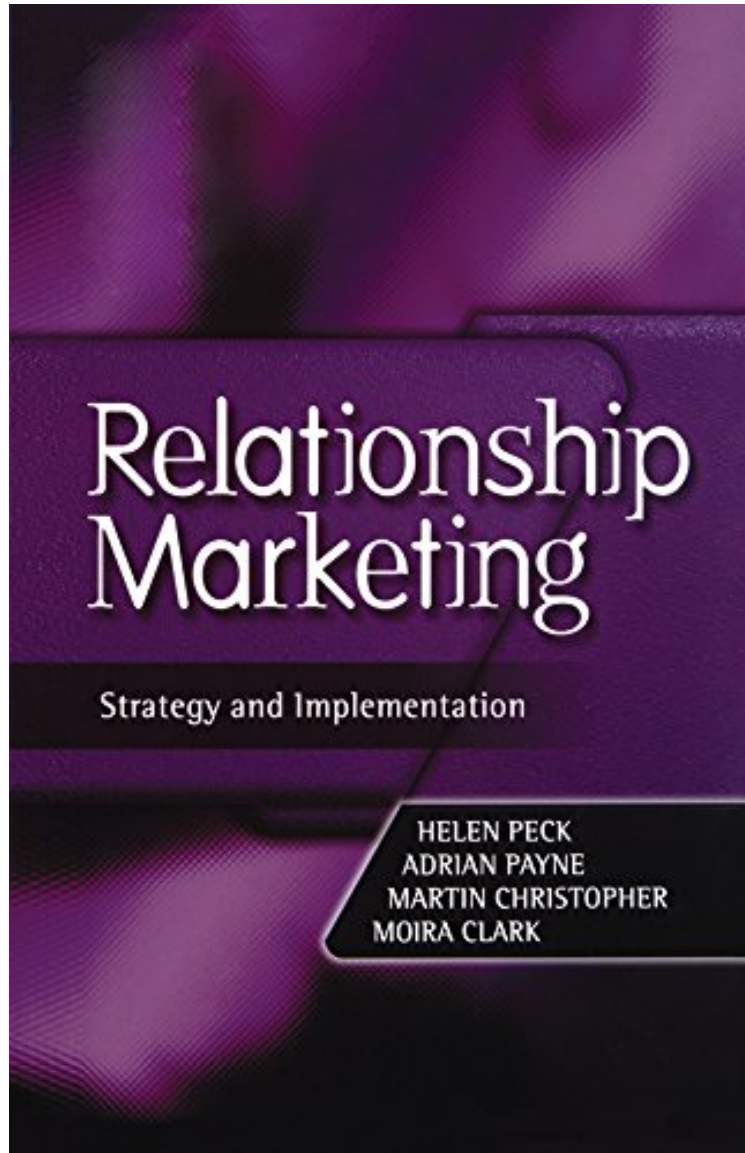


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About the Author Moira Clark is Director of the CRM Research Forum at Cranfield School of Management, Cranfield University. She also serves as a consultant to a number of leading international companies. Her major area of research and consulting is in Customer Relationship Management, Relationship Marketing and the drivers of Customer Retention. Moira is a judge for the prestigious Unisys and Management Today Service Excellence awards. She is also a frequent keynote speaker at many public and in-company seminars and conferences around the world. Dr Adrian Payne is Professor of Services Relationship Marketing and Director of the Centre for CRM at Cranfield School of Management, UK. He is an author of ten books on Relationship Marketing, CRM and Marketing Strategy. He undertakes research, gives keynote presentations, runs workshops and consults globally in CRM, relationship marketing and customer retention strategies. Dr Martin Christopher is Professor of Marketing and Logistics and Chairman of the Centre for Logistics and Supply Chain Management at Cranfield School of Management, UK.