



Sustainable Customer Relations

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Message from the Guest Editors

The three pillars of any sustainable development are environmental, social and economic. In sales and marketing, it is important to attract and retain the most valuable customers. Successful organizations flourish for several reasons. However, the biggest reason for their success is the customer.

Most people and businesses want to live and make decisions to satisfy their present economic and social needs. Maintaining sustainable customer retention should be balanced with not compromising the environment. Most organizations recognize customer experience as a major competitive differentiator, and customer service plays a key role in defining that experience. Any perceptive business executive understands that, to retain customers, it pays to nurture customer relationships. A well-designed system can maintain positive relationships with customers, meeting their economical needs and, at the same time, the suitability of consumption as their social responsibility. This Special Issue addresses the issues related to customer relations, related to the three pillars of





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