

Robin Hafer

The influence of IoT on CRM. Conditions and Possibilities in B2C Markets

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**Conditions and Possibilities
in B2C Markets**

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List of Abbreviations

CDJ	Customer Decision Journey
CRM	Customer Relationship Management
e.g	For example
Et al.	And others
Ibid.	In the same place
ICT	Information and communication technology
I.e	That is to say
IoT	Internet of Things
ROI	Return in Investment

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