



## The Business Relationship Management Handbook - The Business Guide to Relationship Management The Essential Part of Any ItBusiness Alignment Strateg

By Ivanka Menken

Emereo Publishing. Paperback. Book Condition: New. Paperback. 180 pages. Dimensions: 9.6in. x 7.5in. x 0.6in. The first and second edition of this book are regarded as a classic in its field. Now, in an expanded and updated version of The Art of Services book, the authors once again present a step-by-step guide to Business Relationship Management. In business and IT, you have to know your customer and understand how your company interacts with him or her. The current term for this is Business Relationship Management (BRM), and The BRM Handbook is the best textbook for managers on the mechanics of BRM. Its a standout in a field thats filled with squishy books that go on at length about how important BRM is, but which lack details. Ivanka Menken provides lots of factual information, real case studies, carefully considered commentary, and reasoned criteria with which to evaluate BRM best practices and strategies. Youll get a lot from her carefully researched book. Menken devotes some of her volume to BRM background information but quickly gets to the issues that managers confronted with BRM decisions need to consider. She makes great use of bulleted lists, scorable quizzes, and checklists and templates (sections about what...



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