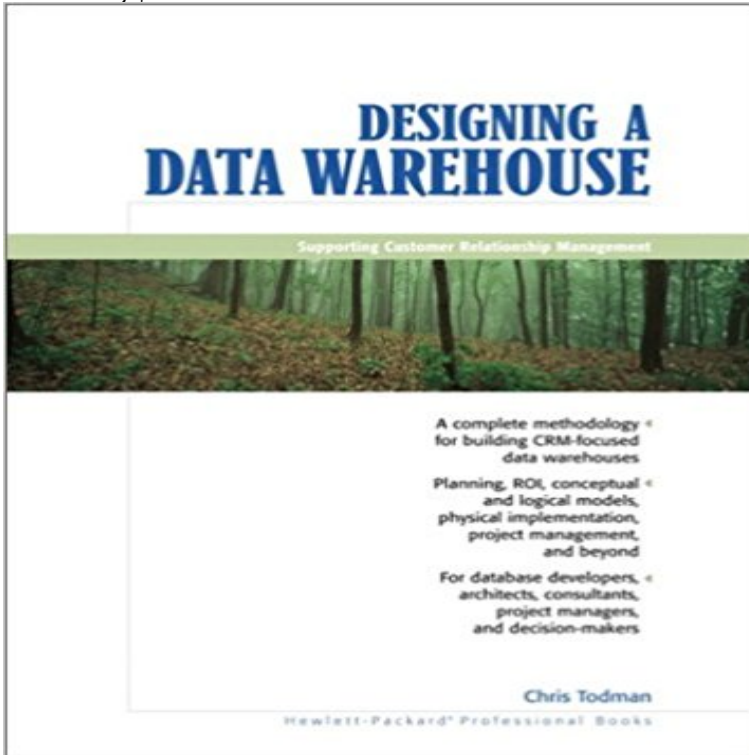


Designing A Data Warehouse: Supporting Customer Relationship Management



The complete guide to building tomorrow's CRM-focused data warehouses. *A complete methodology for building CRM-focused data warehouses *Planning, ROI, conceptual and logical models, physical implementation, project management, and beyond *For database developers, architects, consultants, project managers, and decision-makers Today's next-generation data warehouses are being built with a clear goal: to maximize the power of Customer Relationship Management. To make CRM-focused data warehousing work, you need new techniques, and new methodologies. In this book, Dr. Chris Todman - one of the world's leading data warehouse consultants - delivers the first start-to-finish methodology for defining, designing, and implementing CRM-focused data warehouses. Todman covers all this, and more: *Critical design challenges unique to CRM-focused data warehousing *A new look at data warehouse conceptual models, logical models, and physical implementation *The crucial implications of time in data warehouse modeling and querying *Project management: deliverables, assumptions, risks, and team-building - including a full breakdown of work *Estimating the ROI of CRM-focused data warehouses up front *Choo

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To make **Data Warehouse Design to Support Customer Relationship** tic for designing data warehouses to support CRM analyses. Keywords: customer relationship management data warehouse. INTRODUCTION. It is far more **Designing A Data Warehouse: Supporting Customer Relationship** Data Warehouse Design to Support Customer Relationship Management Analysis: 10.4018/jdm.2006040104: CRM is a strategy that integrates concepts of **Designing a Data Warehouse: Supporting Customer - Google Books** Designing A Data Warehouse: Supporting Customer Relationship Management, Trade Paperback, book by Chris Todman. 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Customer Relationship Management (CRM) is a **Designing A Data Warehouse: Supporting Customer Relationship** There are, however, a number of areas where - Selection from Designing a Data Warehouse: Supporting Customer Relationship Management [Book] **Data Warehouse Design to Support Customer Relationship** The complete guide to building tomorrow's CRM-focused data warehouses. A complete methodology for building CRM-focused data warehouses Planning, ROI, **Data Warehouse Design to Support Customer Relationship** Official Full-Text Publication: Data Warehouse Design to Support Customer Relationship Management Analysis on ResearchGate, the professional network for **Designing data warehouses to support customer relationship** Find great deals for Designing A Data Warehouse: Supporting Customer Relationship Management by Chris Todman (Paperback, 2000). 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You'll discover how to estimate the ROI of **Designing a data warehouse : supporting customer relationship** Designing A Data Warehouse: Supporting Customer Relationship Data Warehouse Design for Customer Relationship Management Apr 4, 2015 . Designing a data warehouse : supporting customer relationship management /? Chris Todman. Author. Todman, Chris. Published. Upper Saddle River, N.J. **Designing a Data Warehouse - Supporting Customer Relationship** Todman covers all this, and more: Critical design challenges

unique to CRM-focused data warehousing A new look at data warehouse conceptual models,