



Customer-Centric Knowledge Management: Concepts and Applications

Minwir Al-Shammari

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Customer-Centric Knowledge Management (CCKM) is needed in order to build good customer relations and to maintain customer satisfaction and loyalty. It includes the management of processes and techniques used to collect information regarding customers' needs, wants, and expectations for the development of new and/or improved products and services.

Customer-Centric Knowledge Management: Concepts and Applications is a comprehensive collection addressing managerial and technical aspects of customer-centric knowledge implementation. It seeks to expand the literature and business practices and contributes to the dynamic and emerging fields of organizational knowledge management, customer relationship management, and information and communication technologies (ICTs).

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