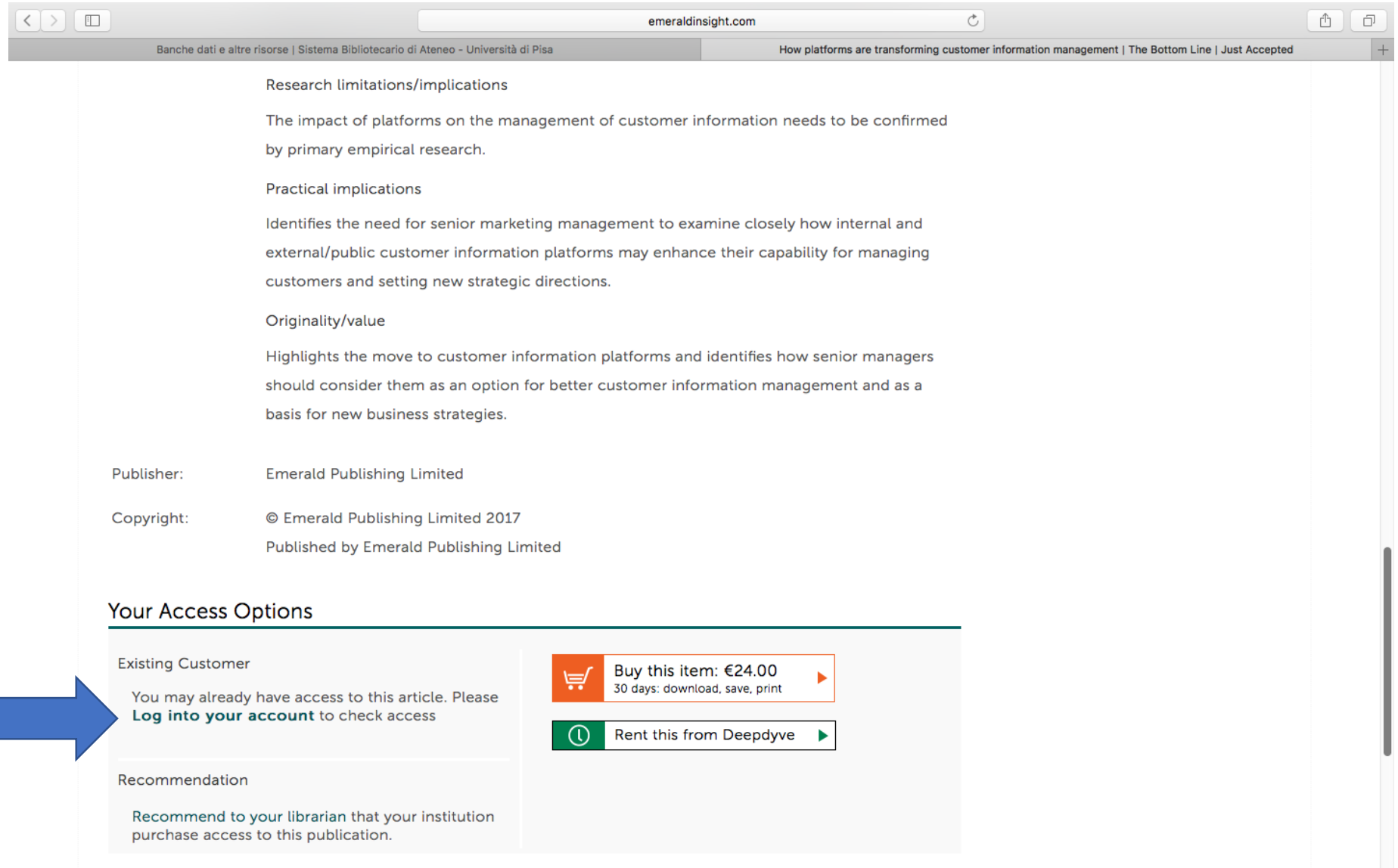
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Research limitations/implications
The impact of platforms on the management of customer information needs to be confirmed by primary empirical research.
Practical implications
Identifies the need for senior marketing management to examine closely how internal and external/public customer information platforms may enhance their capability for managing customers and setting new strategic directions.
Originality/value
Highlights the move to customer information platforms and identifies how senior managers should consider them as an option for better customer information management and as a basis for new business strategies.
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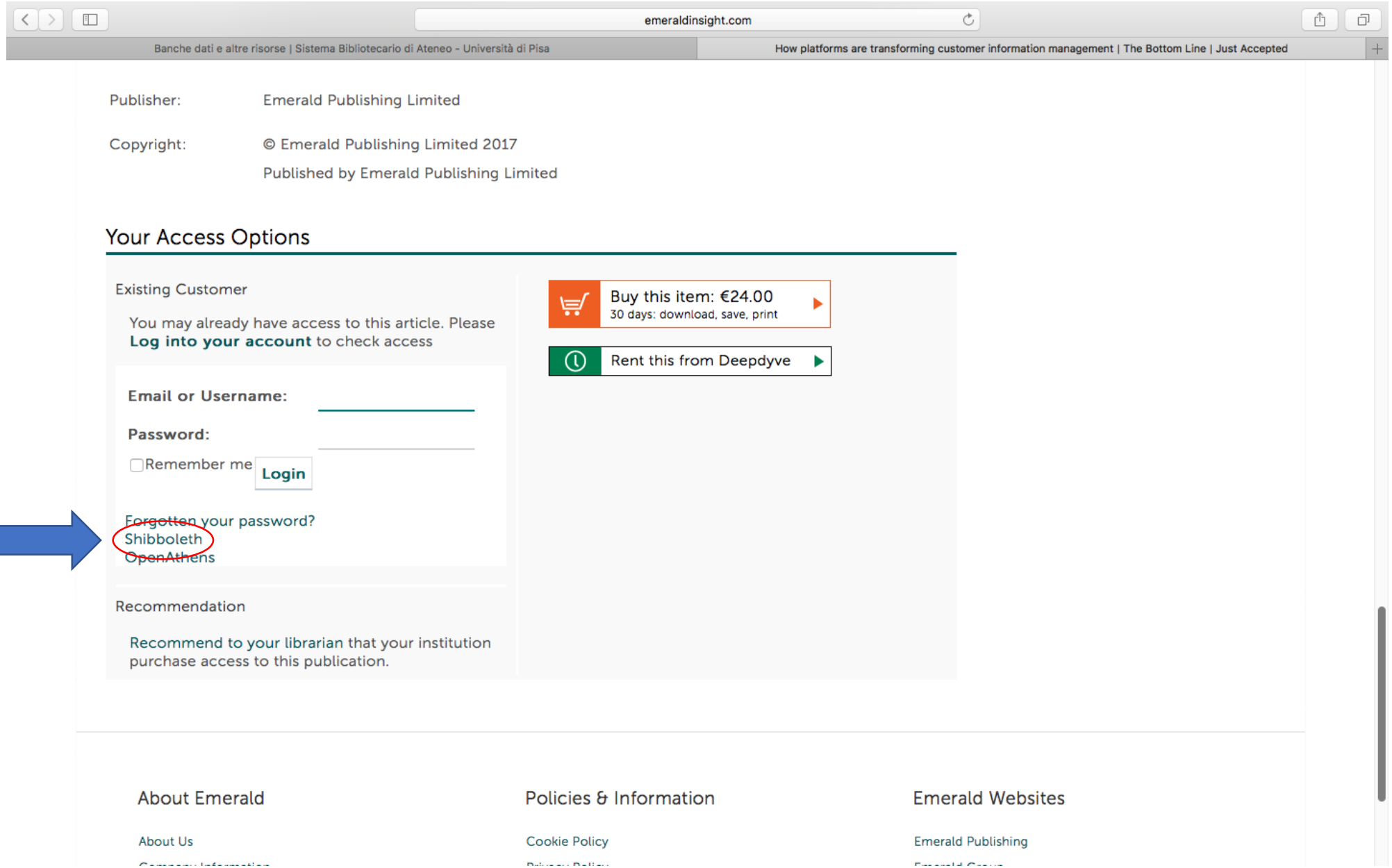
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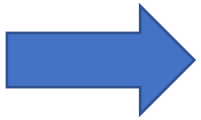

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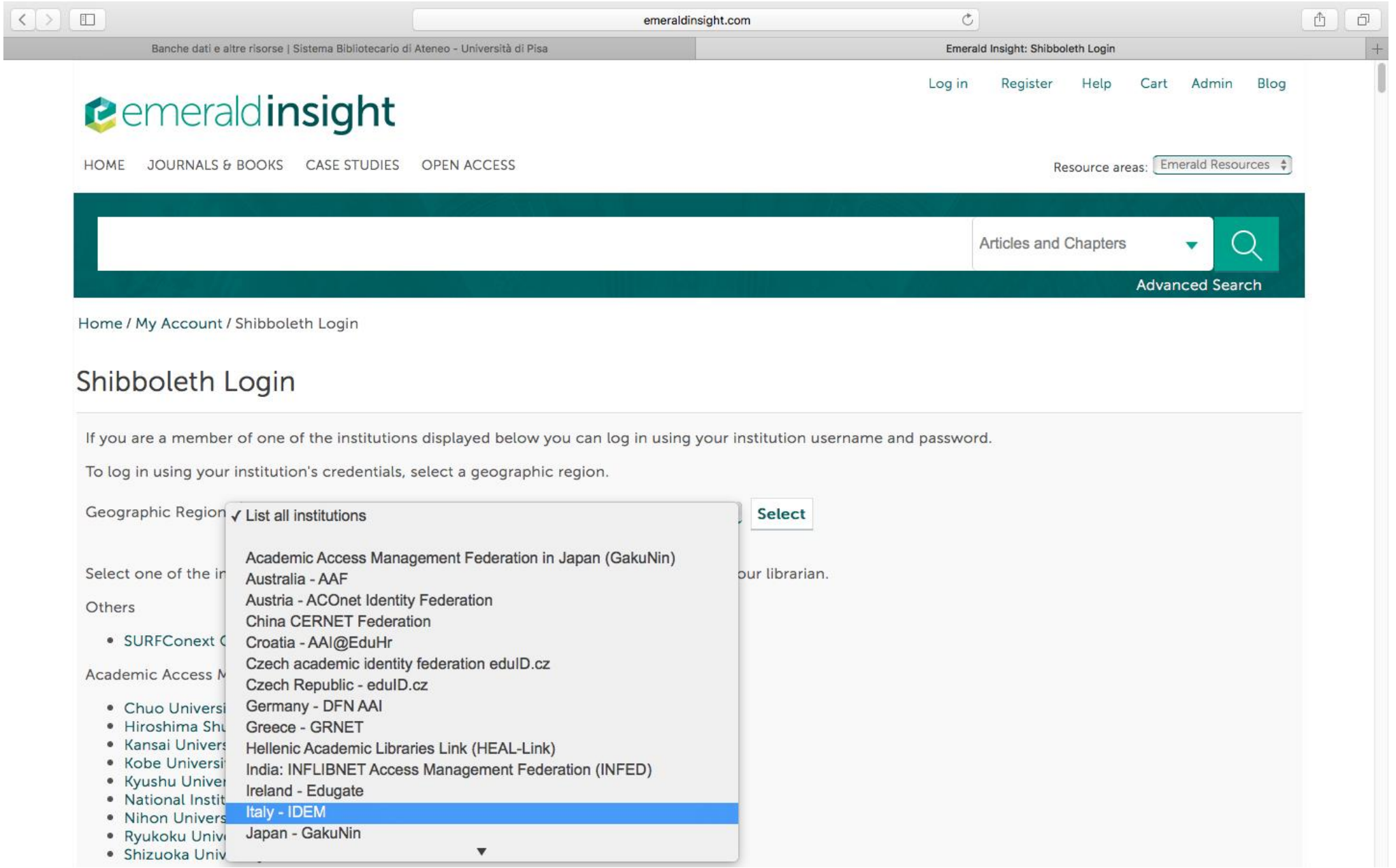
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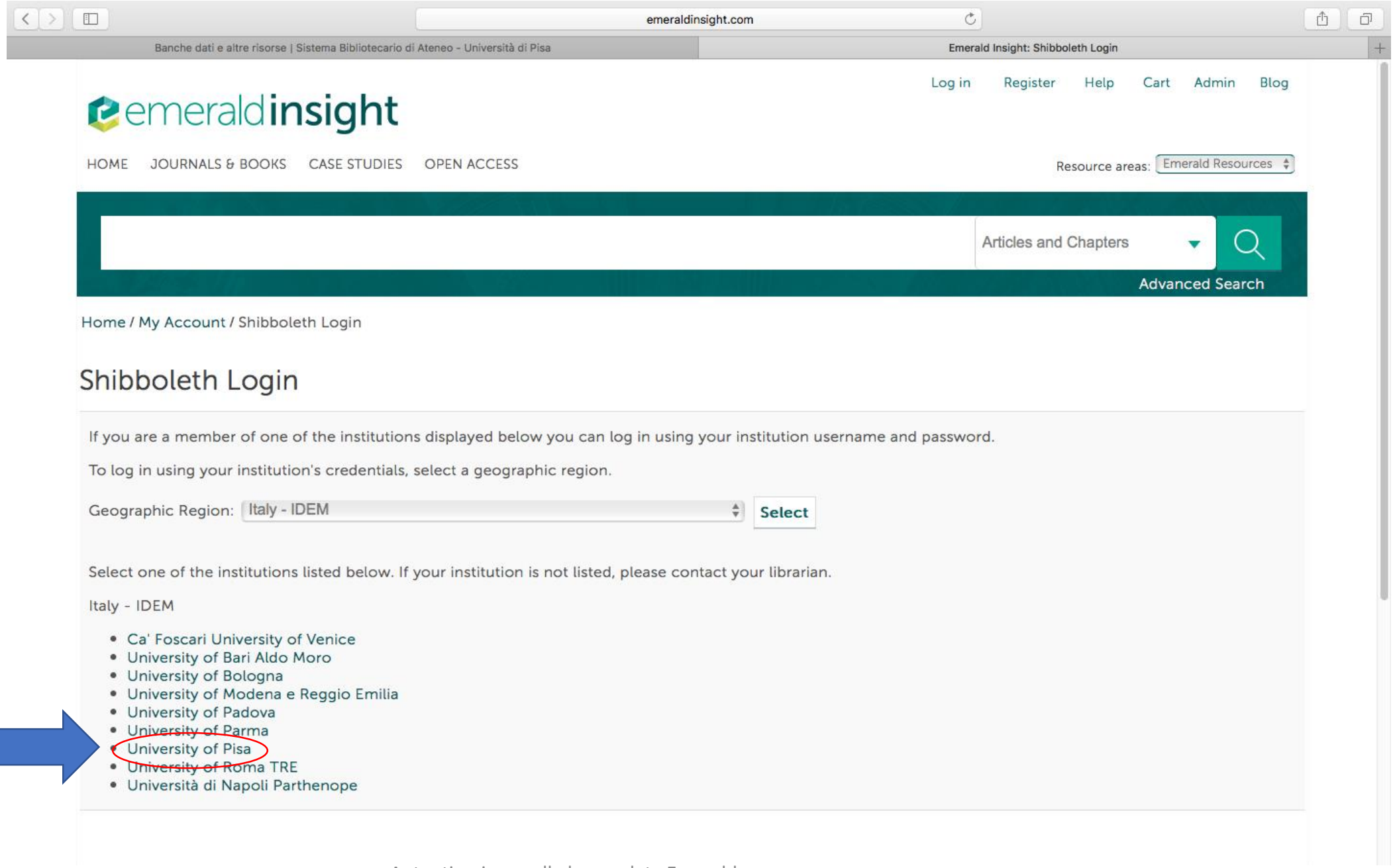
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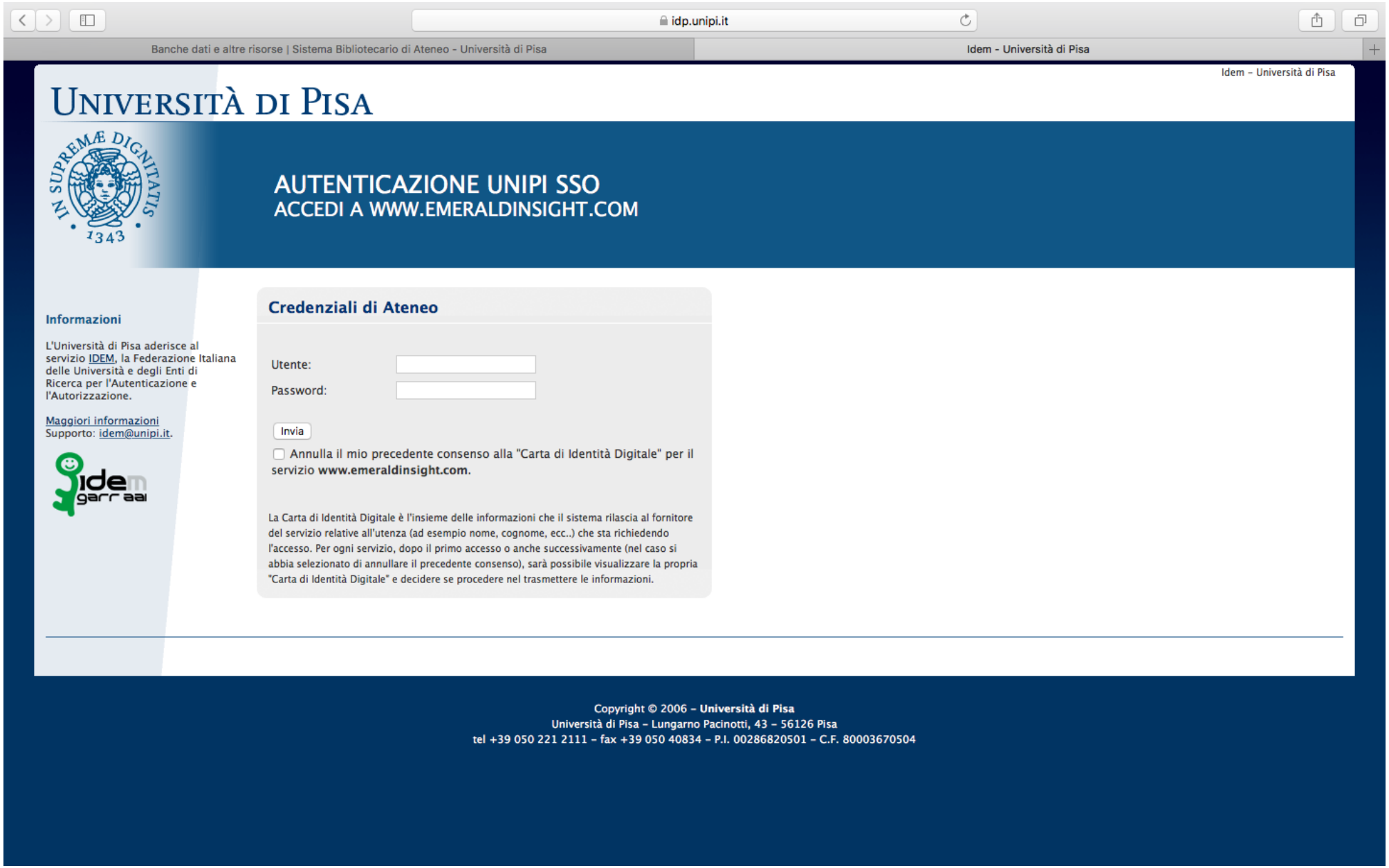
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