

## Access to Experts

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## Publications by Thomas M. Bodenberg

### Executive Action Report

- [Mission Critical: Controlling Costs ... Marketing Costs: The Efficiencies Provided by Targeted Approaches](#)  
30 July, 2002

### Research Report

- [Managing Customer Data for Strategic Advantage](#)  
11 December, 2003
- [Beyond the Hype: E-nabling the Sales and Marketing Force](#)  
09 December, 2002
- [Customer Relationship Management: New Ways of Keeping the Customer Satisfied](#)  
03 August, 2001