

**Organisational Culture Perspective and Implementing Customer Relationship Management (CRM) in Hotel Industry:
Case of a Chain Hotel in the UK**

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RECEIVED: 04/04/2014

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Date of defence: 26 September 2013

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Citation: Rahimi, R. (2014). Organisational Culture Perspective and Implementing Customer Relationship Management (CRM) in Hotel Industry: Case of a Chain Hotel in the UK. Doctoral Dissertation Summary. *European Journal of Tourism Research* 8, pp. 162-165