

**CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AS A COMPETITIVENESS FACTOR: SMEs  
MANUFACTURING INDUSTRY OF GUADALAJARA, MEXICO.**

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**ABSTRACT**

This study analyzes the customer relationship management (CRM) and the effect on Competitiveness in the SME's of Guadalajara. The data collection was a questionnaire applied by 410 different managers in Guadalajara, and the processing of data was using EQS 6.1, a statistic program that applies structural equations to find the correlation in variables.

Keywords: *Customer Relationship Management, Competitiveness, Manufacturing SMEs*