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part v

Updated to reflect the major changes in Customer Relationship Management (CRM) in the last few years, this third edition of CRM at the Speed of Light: Capturing and Keeping Customers in Real Time is a must-read for executives looking to leverage the latest technologies on the market to reach and retain customers. Learn CRM concepts, discover what tools are available and which ones are suitable for your business, and get practical, expert advice on avoiding common pitfalls.

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CRM Idol was founded by Paul Greenberg, Chairman of the Advisory Committee of the University of Toronto's Rotman School of Management CRM Centre of Excellence, the Executive Vice President of the CRM Association, and author of a best-selling business strategy book CRM at the Speed of Light (2004, McGraw-Hill Osborne Media).

CRM at the Speed of Light: Social CRM Strategies, Tools ...

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