



CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers (Hardback)

By Paul Greenberg

McGraw-Hill Education - Europe, United States, 2010. Hardback. Condition: New. 4th edition. Language: English . Brand New Book. Social CRM is critical to business success in today's hyper-connected environment. Customers' expectations are so great and their demands so empowered that a Social CRM strategy must be built around collaboration and customers' engagement, not traditional operational customer management. It's the company's response to the customer's control of the conversation that makes Social CRM work. Written by CRM guru Paul Greenberg, *CRM at the Speed of Light, Fourth Edition*, reveals best practices for a successful Social CRM implementation. Greenberg explains how this new paradigm involves the customer in a synergetic discussion to provide mutually beneficial value in a trusted and transparent business environment. Throughout this definitive volume, you'll find examples of the new strategies for customer engagement and collaboration being used by cutting-edge companies, along with expert guidance on how your organization can and should adopt these innovations. *CRM at the Speed of Light, Fourth Edition*, reviews the latest technological developments in the operational side of CRM, including vertical applications, and explains the fundamentals of the multifaceted CRM framework. Find out why Paul Greenberg was named the...



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