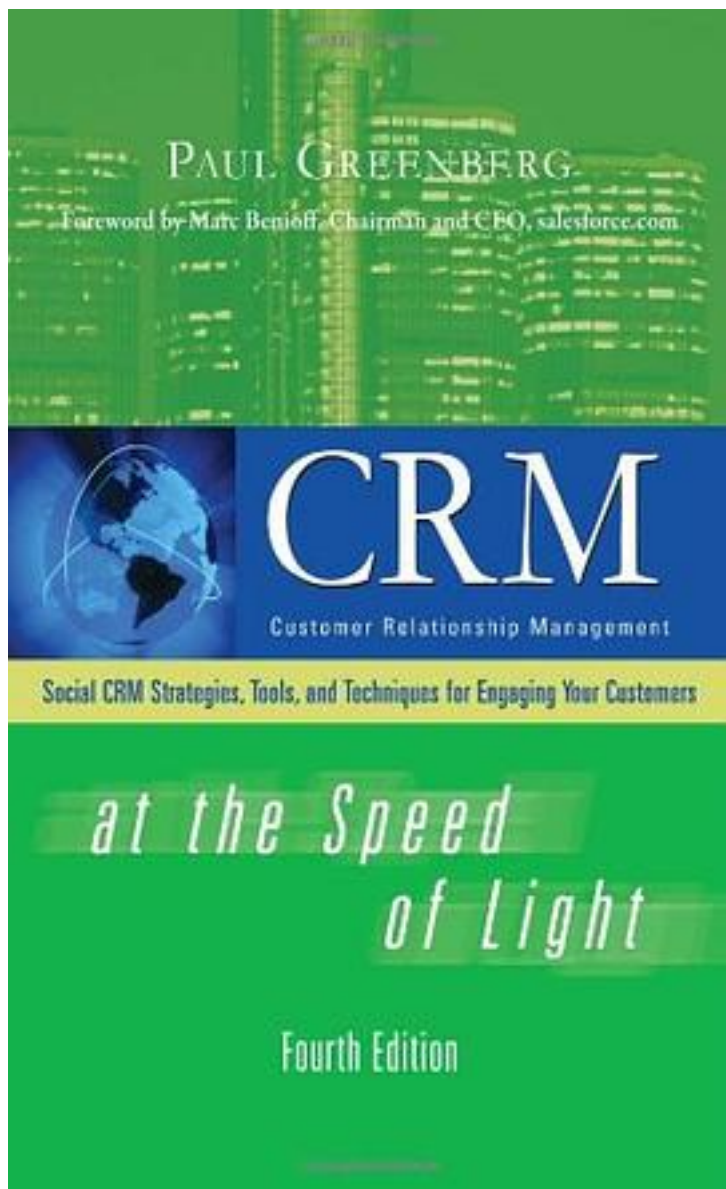


CRM at the Speed of Light, Fourth Edition



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著者:Paul Greenberg

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A social revolution in how we communicate has taken place in recent years. Smartphones, social web tools, and the instant availability of information in an aggregated and organized way provide real-time intelligence to customers, not just the enterprise. 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 #1 CRM influencer by InsideCRM in the completely recast edition of this international bestseller. In addition to being the author of the bestselling *CRM at the Speed of Light*, Paul Greenberg is President of The 56 Group, LLC, a customer strategy consulting firm focused on cutting-edge CRM strategic services; a founding partner of the CRM training company, BPT Partners, LLC, a training a consulting venture composed of a number of CRM luminaries that has become the certification authority for the CRM industry; co-chairman of Rutgers University's CRM Research Center; Executive Vice President of the CRM Association; and a Board of Advisors member of the Baylor University MBA Program for CRM majors. Paul was named one of the most influential CRM leaders in 2008 by CRM Magazine. He is known for his work on the use of social media in CRM as tools for customer collaboration with a company. Currently, Paul lives in Manassas, Virginia, with his wife and five cats. You can reach him at paul-greenberg3@comcast.net, follow him on Twitter at www.twitter.com/pgreenbe, or join up with him on LinkedIn or Facebook.

Praise for *CRM at the Speed of Light* "[This book] is a testament to Greenberg's profound grasp of the control revolution that is upon us. Customers seizing control from business. Citizens demanding control and accountability from their governments. Political campaigns and charities being rewarded by shifting power to their supporters. Quite simply, it is the definitive work for anyone committed to putting the social customer at the center of their operation." -- Brian Komar, Director of Interactive Marketing and CRM, Center for American Progress "With great insights, great stories, and great information, Paul Greenberg analyzes the impact of every major industry development on vendor/customer relationships. Not only is he on top of his game, he makes reading this edition as enjoyable as it was to read the previous three. This is an absolute must-read for anyone serious about understanding how to best serve today's social customer." -- Brent Leary, CRM industry analyst and co-author of *Barack 2.0: Social Media Lessons for Small Business* "Web 2.0 hit and Paul Greenberg couldn't resist telling us what it all means. Lucky for us. This edition is packed with new insights about how online conversations are changing the nature of customer relations. Think the CRM market is crazy now? Hitch a ride on Greenberg's shoulders because you ain't seen nothing yet." -- Paul Gillin, author of *The New Influencers and Secrets of Social Media Marketing*. "As we make the shift to SCRM, Paul's insights provide a much

needed framework on how to navigate a more connected, social, and collaborative enterprise." -- R "Ray" Wang, Partner, Enterprise Strategy, Altimeter Group, LLC "Paul Greenberg is one of the most astute minds in CRM and social media today. His book remains the bible for companies employing CRM. The added focus on blending new and social media into Paul's philosophy of CRM will keep this as the first book companies reach for to enhance the customer relationship in the new century." -- Jay Dunn, Vice President of Marketing, Lane Bryant "Paul Greenberg shares his unparalleled expertise on the dramatic evolution from CRM 1.0 to CRM 2.0 with unique insightful examples. It is a must read for anyone looking to transform the potential of CRM into long-lasting competitive advantage in a rapidly changing business environment." -- Jujhar Singh, Senior Vice President, SAP CRM Product Management

作者介绍:

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评论

原版书，有了盗版的感觉，谁买谁知道。读完了. 这书对应这个时代的美国还行. 但是对应这个时代的中国营商环境. 不讲微信微博简直就是没用.

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书评

光年是长度单位。作者可能借以强调，如果你还没有CRM的话，你的企业将会被你的竞争对手拉下以光年计的差距了。除了出版商在图上营销上所用到的噱头，不可否认的是CRM今年越来越为人所认识和重视。时下的CRM正在逐步走出偏重技术的年代，一个企业花上几万或几百万上马CRM系...

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