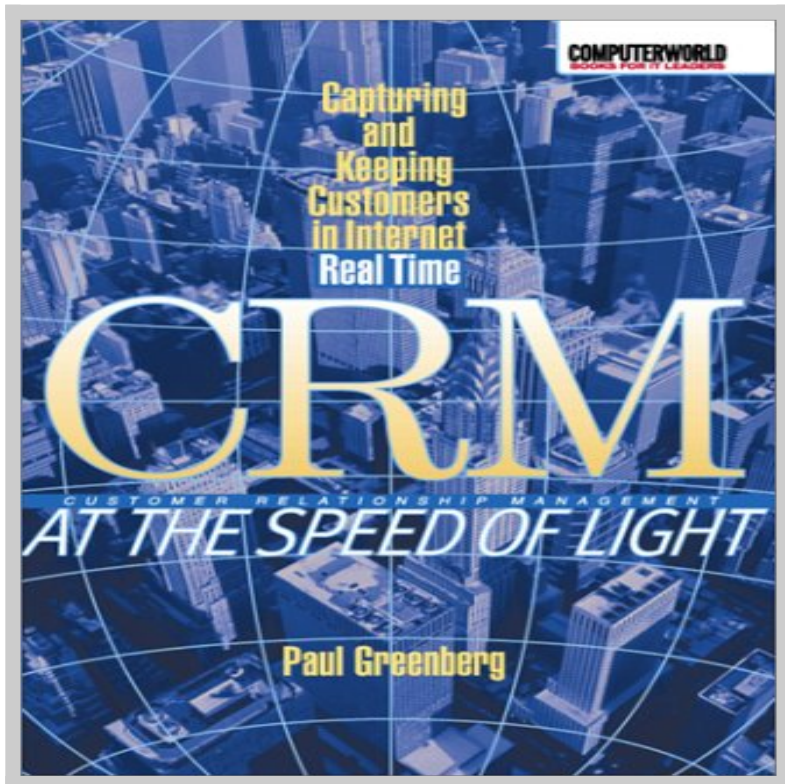


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CrM Speed Light Capturing Customers Book Preview

Customer Relationship Management (CRM) is the single most pressing problem facing any business. This text aims to provide business decision-makers with straightforward advice and information on how to use the CRM software and the Internet to manage customer relationships. It covers the evolution of CRM from old-school sales management techniques to current practices, current CRM companies and clear explanations of what each has to offer.