



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

*Paul Greenberg*

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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.

### **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*

*"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*

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