PAUL GREENBERG

Foreword by Marc Benioff, Chairman and CEO, salesforce.com



CRIM

Customer Relationship Management

Social CRM Strategies, Tools, and Techniques for Engaging Your Customers

at the Speed of Light

Fourth Edition

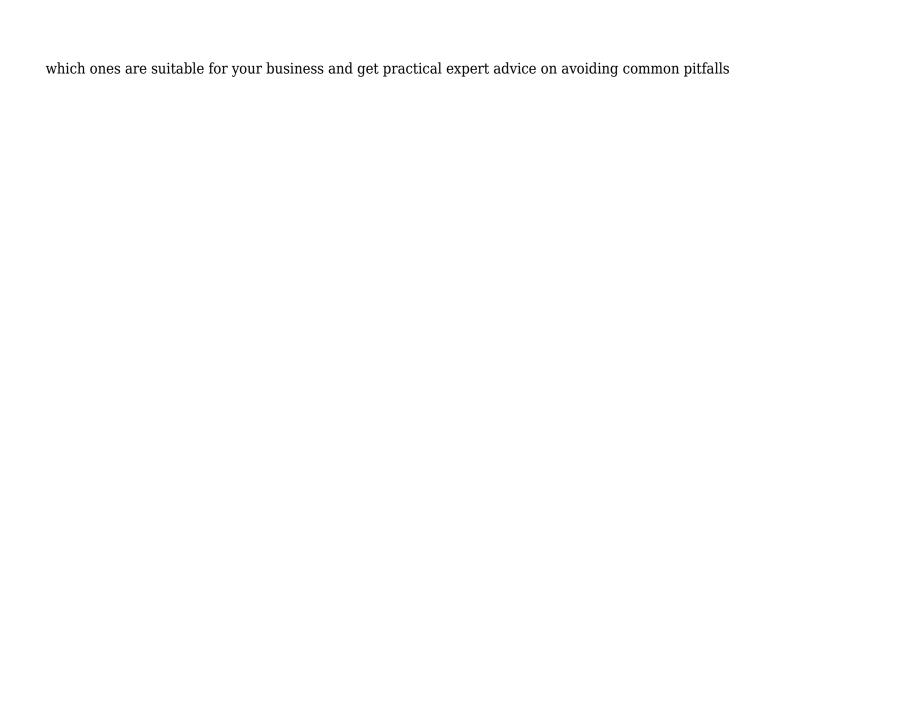
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Paul Greenberg

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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 Interacitve Marketing and CRM Center for American Progress With great insights great stories and great inforamtion 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 hiot 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 Crm At The Speed Of Light Greenberg, 2004 CRM is not just a technology it is an entire range of policies services and practices as well as software Similarly an entire range of companies are involved all of them offering different packages and approaches This book offers various tools that are available and



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