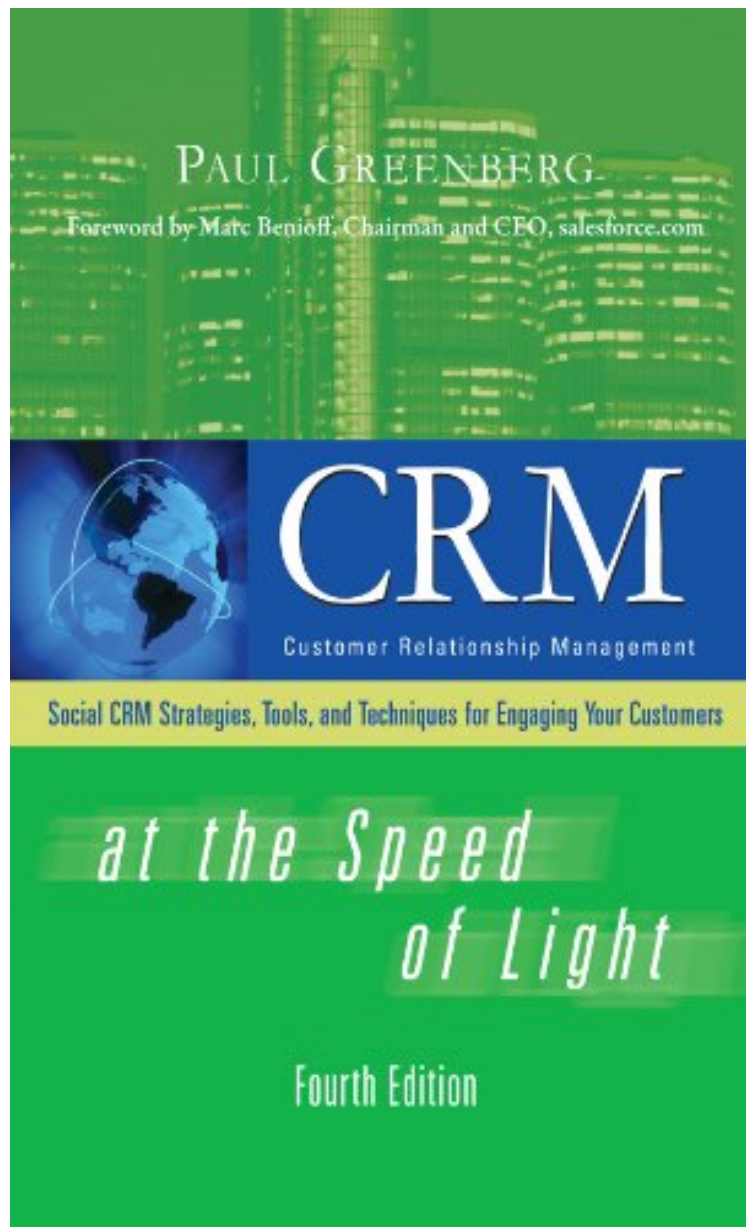


(Mobile pdf) CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers

# 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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Paul Greenberg : CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and

## Techniques for Engaging Your Customers:

0 of 0 people found the following review helpful. An inspired read from a true practitioner By Kevin Richardson This is not an ordinary business book on CRM. This is story of how the change in our expectations as customers has and is changing the way successful companies attract and care for their customers. Remember: CRM isn't technology, it is a methodology and process. This book explains the importance of a sound CRM process...and then the technology tools to support that process. As I read through the book I found myself highlighting and writing in the margins key takeaways and ideas that were sparked by Paul's willingness to let us inside his head. The book is written in a way that is easy to follow but makes one think at the same time. Having met Paul several times I can say he writes the way he talks. Conversational, always thought provoking and inspiring to take action. I've read the book twice and like any great book I have picked up nuances in the 2nd reading that I missed in the first. This is one of the most helpful books I've read in years. 12 of 12 people found the following review helpful. If you call yourself a CRM consultant, you've gotta read this By Michael Boysen As a "CRM" consultant, it's been hard enough trying to bridge the gap between "CRM software" and what CRM really is. Paul explained the differences (operationally) in his first three editions (I read 1 and 3). While CRM successes have been on the rise, I've seen little change in the markets I work in. Do they fail? No. Do they exceed beyond everyone's wildest expectations? Absolutely not. We have this problem, as people, that we want things the way we want them. Many businesses want software that solves their problems. Many customers now want businesses to change the way they are engaged. Can you see the problem? No? Then as a business owner, you really owe it to yourself to read this book because it will open your eyes. You'll start looking at your teenager's behaviors and realize that you're not selling to Barney Fife anymore. And as for you CRM consultants (full disclosure, I'm one of them) you will see how much value you leave on the table each and every day you build a practice around "fields and screens". Yes, software is the answer -- to how to support processes that engage customers in totally new ways. CRM at the Speed of Light 4th Edition will paint a clear picture of the changes we face as business leaders and as consultants who hope to make our businesses, or our clients, more competitive in the loyalty game. I didn't think I would see ways to bring Social CRM into the middle market arena. But now I see how the social customer is going to demand it. Maybe not tomorrow...but certainly by next week. 1 of 1 people found the following review helpful. At first, regret, then delight! By Paula Crawford I must admit, when the book arrived I had a sinking feeling...650 pages or so on top of all of the other stuff I have to read. But the book is a sheer delight and I find myself rushing back to read more. It's also chock a block full of incredibly useful and interesting information. Social CRM is primarily about listening to the voice of the customer and bringing it deep within the organisation to inform and sculpt strategy. It focuses on customer engagement and building end-to-end customer experiences that delight and build loyalty. Social media is just one part of a much bigger picture in understanding and communicating with the customer. The old rules of CRM still apply, but social CRM adds a further dimension (probably the most important) to a key business process that can impact ultimately whether a company succeeds or fails. Paul Greenberg is a very entertaining writer and I found myself agreeing, nodding, calling to mind examples in my own life and business and at times, laughing out loud. This is a great book and I wish I'd known about it sooner. It's filled with tons of really good stuff, and the writer builds argument upon argument illustrated with lots of relevant examples and input from industry experts. It's weighty but punctuated with lightheartedness. I especially love his use of the English language with full sentences comprising of "Gulp." and "BUT." To my mind, this book is for every business, big or small. Greenberg is a phenomenal teacher and is generous with his knowledge. A revolution is underway for sure and the winners will include Greenberg's thinking in their strategy. I was just a little disappointed that there wasn't a reference section, but then realized that the information had been built on a breath-taking array of sources - social conversations, blogs, wikis, industry contacts, phone interviews...the list goes on and on as well as the traditional stuff - academic papers etc. It would have required another tome. Not only is 650 pages too short - I can't wait for his next book, I know, I know, you said it before, Paul, no more CRM books. Ah go on!

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

About the Author Paul Greenberg is President of The 56 Group, LLC, and one of the world's leading authorities on CRM.