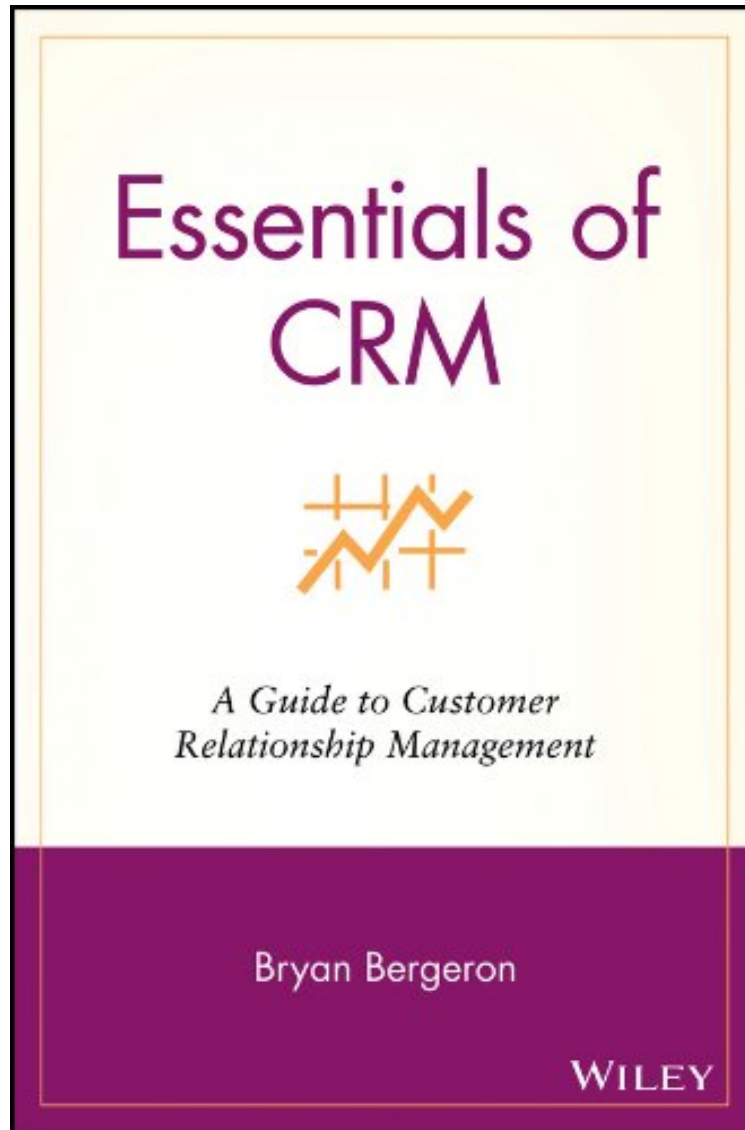


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## Essentials of CRM: A Guide to Customer Relationship Management (Essentials Series)

*Bryan Bergeron*

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**Bryan Bergeron : Essentials of CRM: A Guide to Customer Relationship Management (Essentials Series)**

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beginners. It is a quick read - about 3-4 hrs total cover to cover. The text is all double spaced so the 208 pages goes by very fast. Thus, the value for money is a bit questionable. The story about 3 roommates that threads its way through the book is a good example of how a small enterprise gets involved with CRM, however much of the rest of the book's theory and advice is geared to larger organizations. The author really concentrates on CRM vis-a-vis customer service representatives. He does not touch on sales force automation or marketing aspects of CRM systems at all. This despite the author telling us of the necessity to include sales and marketing in the CRM implementation and buy-in. Still, it is a good book overall. 3 of 4 people found the following review helpful. Highly Recommended! By Rolf Dobelli Never has a business trend been more popular, more expensive and less understood than customer relationship management, or CRM. The costs of CRM can be astronomical, and while the benefits also can be great, they are often less easily to predict, due to the complexity of the systems. Byron Bergeron breaks down CRM into its component parts, and in so doing, helps the reader grasp just what makes the price so high, and why it might all be worthwhile. In his discussion, Bergeron touches on the major suppliers of CRM technology, the need for employee training, implementation issues, and virtually every other factor an executive might need to consider in evaluating whether or not to undertake a CRM program. We from getAbstract highly recommend this comprehensive work.

ESSENTIALS OF CRM Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in CRM. "Once again, Bryan Bergeron proves that he is ahead of the curve when it comes to understanding the value of customer relationships. This remarkable book is geared not only toward corporate executives with mega-investments in CRM, but can also be successfully applied to the street corner vendor. His articulate and sensitive style brings this highly involved subject matter to a level we can all understand." —Michael Cusack, author of *Online Customer Care: Strategies for Call Center Excellence* "Managing relationships with customers has become a critical organizational competency. Bergeron has done a superb job of presenting the breadth, complexity, and nature of CRM. This book provides a fabulous and actionable grounding in CRM for organizational leadership." —John Glaser, PhD, Vice President and CIO, Partners Healthcare System The Wiley Essentials Series—because the business world is always changing...and so should you.

From the Back Cover ESSENTIALS OF CRM Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in CRM. "Once again, Bryan Bergeron proves that he is ahead of the curve when it comes to understanding the value of customer relationships. This remarkable book is geared not only toward corporate executives with mega-investments in CRM, but can also be successfully applied to the street corner vendor. His articulate and sensitive style brings this highly involved subject matter to a level we can all understand." —Michael Cusack, author of *Online Customer Care: Strategies for Call Center Excellence* "Managing relationships with customers has become a critical organizational competency. Bergeron has done a superb job of presenting the breadth, complexity, and nature of CRM. This book provides a fabulous and actionable grounding in CRM for organizational leadership." —John Glaser, PhD, Vice President and CIO, Partners Healthcare System The Wiley Essentials Series—because the business world is always changing...and so should you. About the Author BRYAN BERGERON has spent the last thirty years designing and working with computers and electronics. He teaches at Harvard Medical School and MIT, serves as Editor in Chief of *e.MD* and technical editor of *Postgraduate Medicine*, and is on the editorial boards of *Healthcare Informatics* and *Perspectives in Biology and Medicine*, among others. He has authored several books on business and technology.