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*Paul Greenberg*

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Updated to reflect the major changes in Customer Relationship Management (CRM) in the last few years, this third edition of *CRM at the Speed of Light: Capturing and Keeping Customers in Real Time* is a must-read for executives looking to leverage the latest technologies on the market to reach and retain customers. Learn CRM concepts, discover what tools are available and which ones are suitable for your business, and get practical, expert advice on avoiding common pitfalls.

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