

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

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About the Author

Paul Greenberg is president of The 56 Group, LLC, a customer strategy consulting firm, focused on cutting-edge CRM strategic services, and a founding partner of the CRM training company BPT Partners, LLC, a training and consulting venture composed of a number of CRM luminaries that has quickly become the certification authority for the CRM industry.

CRM at the Speed of Light: Essential Customer Strategies for the 21st Century has been published in eight languages and called “the bible of the CRM industry.” It is used by more than 70 universities as a primary text. It was named “the number one CRM book” by SearchCRM.com in 2002 and is one of two books recommended by CustomerThink. The Asian edition of *CIO Magazine* named it one of the 12 most important books an Asian CEO will ever read. Paul has also authored two other books, *Special Edition: Using PeopleSoft* (Que, 1999) and *E-Government for Public Officials* (Thompson Publishing, 2003).

Paul is the co-chairman of Rutgers University’s CRM Research Center and the executive vice president of the CRM Association. He is a board of advisors member of the Baylor University MBA program for CRM majors, a unique national program.

Paul is considered a thought-leader in CRM, having been published in numerous industry and business publications over the years and having traveled the world speaking on cutting-edge CRM topics geared to the contemporary social customer. He has been called “the dean of CRM,” “the godfather of CRM,” and even the “Walt Whitman of CRM” by analysts and organizations throughout the industry. In fact, at the end of 2007, he was the number one nonvendor influencer, named by InsideCRM in their annual “25 Most Influential CRM People” announcement. He was also named one of the most influential CRM leaders in 2008 by *CRM Magazine*. Paul is known particularly for his work on the use of social media, such as blogs, podcasts, and wikis, and social networks in CRM as tools for customer collaboration with a company. He is often seen as the “voice of the customer” and is well known within the CRM industry for this work. His blog, *PGreenblog* (the56group.typepad.com), was named the winner of the first annual CRM Blog of the Year in 2005 by SearchCRM and the 2007 “WhatIs” Award for CRM blogs, by their parent company, TechTarget. He also received the Number One CRM Blog award from InsideCRM at the end of 2007 and in 2008. The blog is also the central focus of KnowledgeStorm’s CRM Blog community. He now also writes the CRM blog for high profile technology media property, ZDNet (blogs.zdnet.com/crm).

Paul is a member of the Destination CRM Board of Experts and the SearchCRM Expert Advisory Panel and a member of the board of advisors for GreaterChinaCRM, for many years among many others.

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