

"The one book executives of companies competing for today's digital customer should read is The Definitive Guide to Social CRM."

—Neal Keene, VP of Indirect Sales/Customer Engagement Solutions, Pitney Bowes

THE DEFINITIVE GUIDE TO Social CRM

Maximizing Customer Relationships
with Social Media to Gain Market
Insights, Customers, and Profits



Barton J. Goldenberg

Founder & President, ISM Inc.

Praise for *The Definitive Guide to Social CRM*

“Barton Goldenberg’s *The Definitive Guide to Social CRM* is just that: a clear and detailed step-by-step outline for embracing social CRM organization-wide, complete with his proven methodologies for strategy and technology adoption within a business. It’s just the primer needed to help business leaders outline how to approach social CRM in their enterprise.”

—**Ginger Conlon**, Editor-in-Chief, *Direct Marketing News*

“Barton Goldenberg has been at the forefront of Customer Relationship Management for 30 years. As a regular columnist to *CRM Magazine* since our launch in 1997, Barton has influenced our audience in print, online, and as a conference chair and speaker at our annual CRM Evolution Conference & Exhibition. Barton has also written extensively for many other media outlets and has been a highly sought after speaker at numerous industry events. Social CRM is still in its early stages of development and Barton’s newest book, *The Definitive Guide to Social CRM* is a must read for anyone trying to get verifiable return-on-investment with their Social CRM projects.”

—**Bob Fernekees**, VP/Group Publisher, CRM Media, a division of Information Today, Inc.

“While Pyrotek is just now dipping our toe in the social media waters, we feel very fortunate to have Barton—and his new book—as our guide while we begin forming a Social CRM strategy.”

—**Joe Tarulli**, Corporate Sales Development Manager, Pyrotek Inc.

“Social CRM is critical to customer engagement in today’s social media driven world. Barton brings his 30 years of experience with helping best-in-class companies with their customer-centric initiatives to bear in this timely analysis of how to do Social CRM right.”

—**Mike Merriman**, Vice President, Sales & Marketing, Mzinga

“As an ISM client, we know the experience and expertise Barton brings to customer-centric initiatives. In his new book, Barton shares his expertise with case studies and a clearly defined roadmap for Social CRM adoption.”

—**Chip Devine**, Vice President—MultiChannel Business, Ferguson

Definitive Guide to Social CRM, The: Maximizing Customer Relationships with Social Media to Gain Market Insights, Customers, and Profits

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