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CRM at the Speed of Light, Chapter 4 Paul Greenberg's best-selling CRM book, CRM at the Speed of Light, examines and defines the role of CRM in the enterprise. In Chapter 4, "CRM Strategy: So Many Choices, So Little Time," Greenberg outlines the various elements involved in setting a successful CRM strategy.

## **CRM at the Speed of Light, Chapter 4**

The focus of the book are current CRM packages which are Internet(e-business) enabled. The best part of the book are the detailed reviews of current CRM packages based on the authors experience. The author also reviews the company behind each CRM package and exposes its strategy for the future.

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