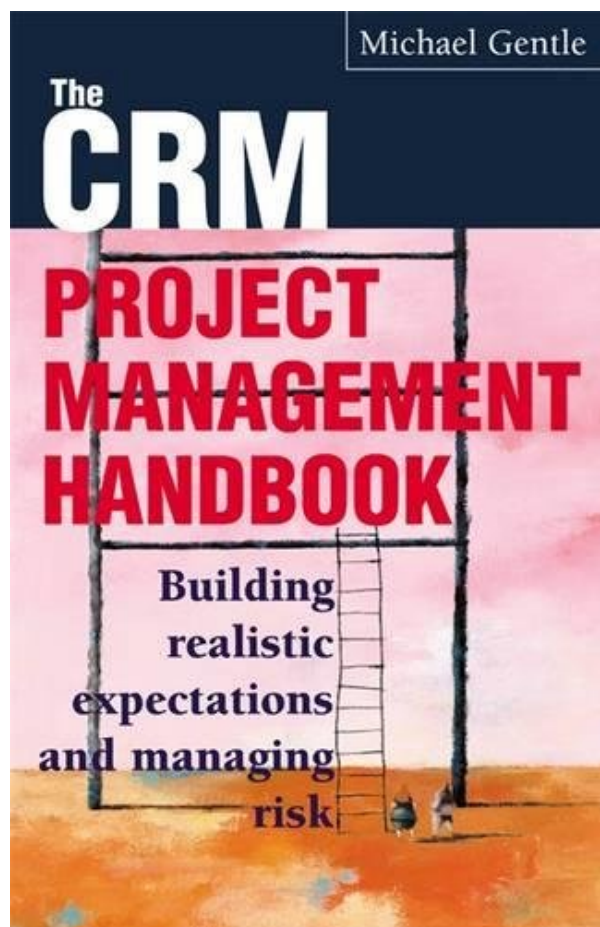


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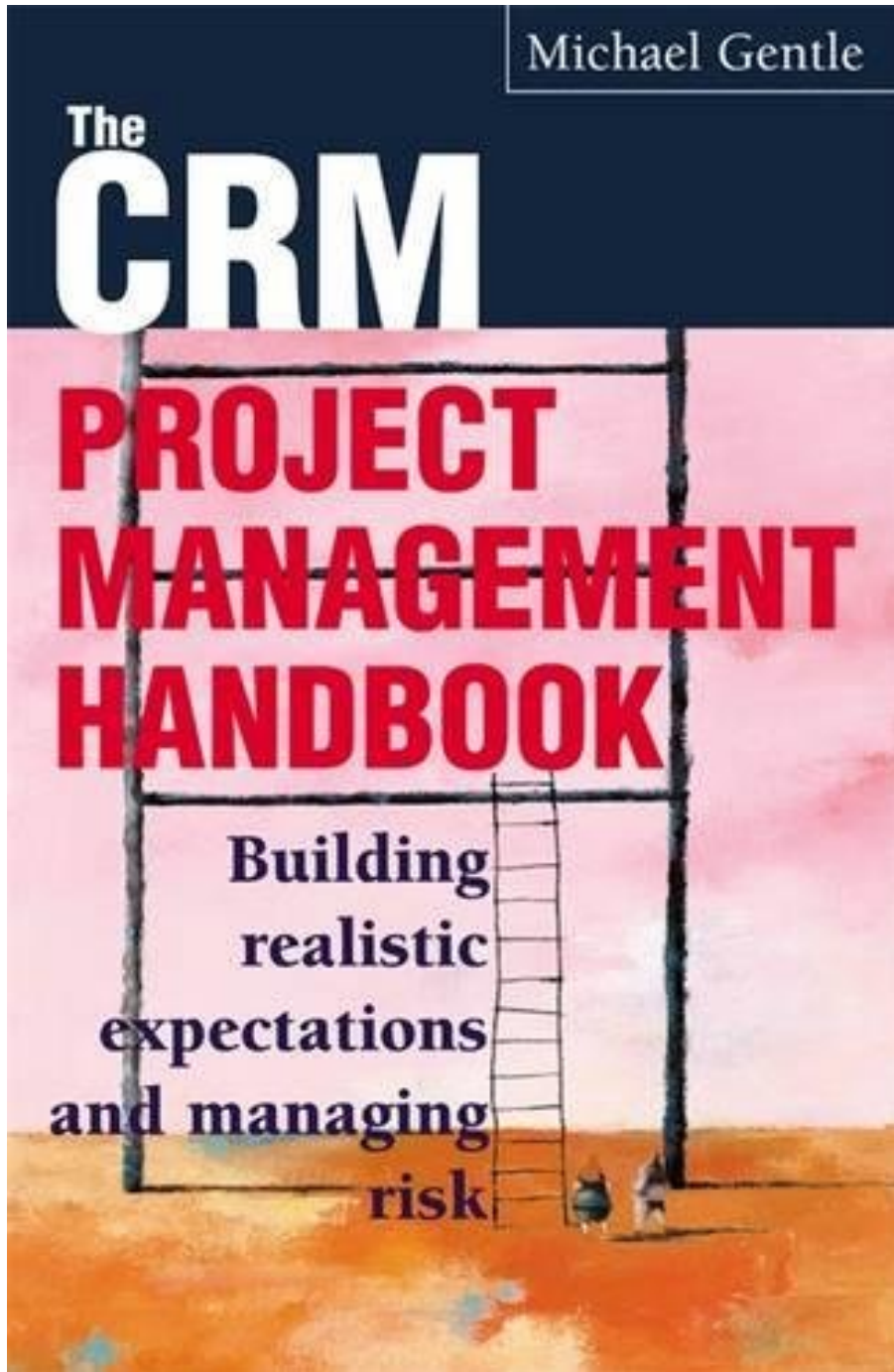
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Once you have bought into the concept of customer relationship management (CRM), how do you separate the practical and useful from the pie-in-the-sky to plan, scope and implement a project that delivers tangible results? With CRM project failure rates running as high as 80 per cent, anyone unable to answer this question stands every chance of becoming yet another accident statistic.

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By Alejandro Berganza

I ordered this book with expedite delivery only to find out that it is neither a handbook nor its contents are strictly about project 'management'. It is about CRM though, but it seems more like a list of separate and partially elaborated ideas, such as the ones written on flash cards, glued together by textual bridges to produce a book. Some ideas are valuable, but there seems to be no underlying plan or theory to give coherence to the book. It seems to me like the name 'project management handbook' is way too ambitious, and was thought more for its marketing impact than to be precise in describing the contents.

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Mandatory for anyone implementing CRM

By LUCK

As a CRM consultant, the first 35 pages of the book alone made it worth the purchase price.

The author takes a very pragmatic approach to the realities of CRM and cuts through a lot of the BS that's out there right now. He makes an honest assessment of the reasons that CRM has often failed, and helps the reader avoid the traps that others have fallen into.

It's not a book about technical implementation, or a how-to book with lots of checklists. Rather, it is a book that will help you: build your business case for CRM (and/or decide that if CRM is even something your company should pursue); understand and avoid the most common risks; set realistic goals for projects; and

take a tactical approach (i.e. short projects with measurable goals) to CRM.

A good read for anyone involved with implementing CRM. I'll be recommending it to clients as a must read and reference book for project managers, project sponsors, consultants and vendors who are working on CRM projects.

Now all we need is a very short book that explains CRM to the masses in simple terms - something I can give to the executives and "beginners" that I work with.

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