

Open Source and Management



Customer Relationship Management with Open ERP:

Best sales practices, build lasting relationships

by Fabien Pinckaers and Geoff Gardiner

This book is published under free license



Creative Commons-BY-NC-SA

http://creativecommons.org/licenses/by-nc-sa/2.0/be/deed.en_US

- **You are free:**
 - **to share** — to copy, distribute, display, and perform the work
 - **to remix** — to make derivative works
- **Under the following conditions:**
 - **Attribution.** You must attribute the work by stating «The authors of the original work are Fabien Pinckaers and Geoff Gardiner» with at least the same prominence as in the original work and as in any other attributions for this work (but not in any way that suggests that they endorse you or your use of the work).
 - **Noncommercial.** You may not use this work for commercial purposes.
 - **Share Alike.** If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one.
- For any reuse or distribution, you must make clear to others the license terms of this work. The best way to do this is with a link to the web page cited above.
- Any of the above conditions can be waived if you get permission from the copyright holder.
- Nothing in this license impairs or restricts the author's moral rights.

First Edition

Many of the designations used by manufacturers and suppliers to distinguish their products are claimed as trademarks. Where those designations appear in this book, and Open Object Press was aware of a trademark claim, the designations have been printed in initial capitals.

While every precaution has been taken in the preparation of this book, the publisher and the authors assume no responsibility for errors or omissions, or for damages resulting from the use of the information contained herein.

Open Object Press

Open Object Press is a division of Tiny S.P.R.L. (www.openerp.com)

Copyright © 2009 Fabien Pinckaers and Geoff Gardiner

First edition May 2009

ISBN : 978-2-9600876-1-1