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CRM Idol was founded by Paul Greenberg, Chairman of the Advisory Committee of the University of Toronto's Rotman School of Management CRM Centre of Excellence, the Executive Vice President of the CRM Association, and author of a best-selling business strategy book CRM at the Speed of Light (2004, McGraw-Hill Osborne Media).

CRM Idol - Wikipedia

One hour presentation of Paul Greenberg in Kiev where he focuses on not only what CRM is but where its going. Paul Greenberg is the auther of the best-selling "Customer Relationship Management at ...

Paul Greenberg about CRM at the Speed of Light

Written by CRM guru Paul Greenberg, CRM at the Speed of Light, Fourth Edition, reveals best practices for a successful Social CRM implementation. Greenberg explains how this new paradigm involves the customer in a synergetic discussion to provide mutually beneficial value in a trusted and transparent business environment.

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