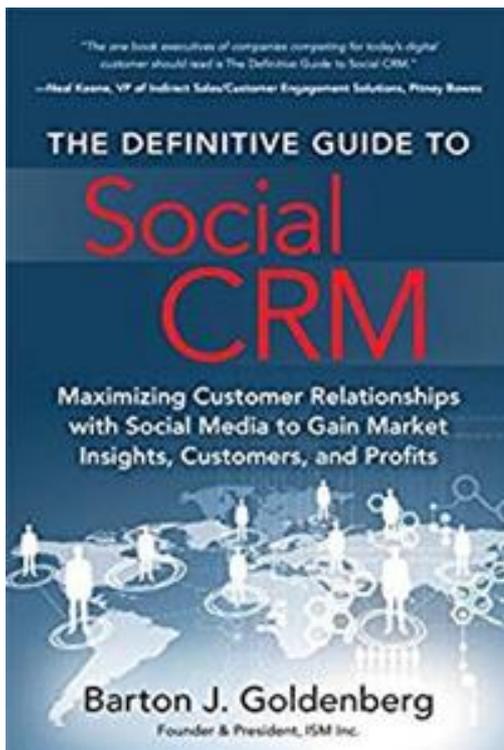


# The Definitive Guide to Social CRM: Maximizing Customer Relationships with Social Media to Gain Market Insights, Customers, and Profits (FT Press Operations Management) *by* Barton J. Goldenberg pdf



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Make Social CRM work! This book presents the first proven framework and step-by-step methodology for driving maximum value from Social CRM throughout sales, marketing, customer service, and beyond.

Barton Goldenberg, the field's #1 expert, offers a proven, four-step methodology for succeeding with Social CRM work in any B2B, B2C, or B2B2C organization. You'll learn how to integrate people, process and technology to optimize relationships with every customer, achieve seamless collaboration across customer-facing functions, and make the most of today's leading social platforms. Goldenberg shows how to:

- Systematically harvest information from Social Media conversations and communities: Facebook, Twitter, LinkedIn, Google+, and beyond
- Integrate this information into expanded customer profiles

- Use these profiles to personalize customer service, marketing messages, and sales offers far more effectively

Goldenberg assesses the changing impact of social media on customer relationships, identifies smarter ways to profitably integrate it throughout your business, guides you through Social CRM planning and implementation, and examines key challenges and opportunities in leveraging Social CRM after you've deployed it. You'll find practical advice on issues ranging from strategy to software selection, vendor negotiation to team development and day-to-day operations. Goldenberg concludes by previewing the future of Social CRM — and the fast-changing customer tomorrow's systems must serve.

For all executive decision-makers, managers, and implementers who are involved in, planning, or considering Social CRM initiatives.



## **Reviews of the [The Definitive Guide to Social CRM: Maximizing Customer Relationships with Social Media to Gain Market Insights, Customers, and Profits \(FT Press Operations Management\)](#) by Barton J. Goldenberg PDF**

Dogrel

When I'm asked to review business books I consider four factors. First, to what degree do I think the subject of the book is important for its intended audience? Second, do I think the advice is any good? Third, how well-supported is the advice? Finally, fourth: is the material presented effectively, so the reader can absorb and reuse it?

Barton Goldenberg's Social CRM succeeds on all four counts.

My own experience confirms this is a timely topic, even for the most conservative organizations. While not all of an organization's actual and intended customers are active and relevant participants in social media, those who are have disproportionate voices, and it pays both to listen to what they have to say and to engage them (well, most of them, don't feed the trolls).

Goldenberg covers the waterfront of issues large organizations need to grapple with to engage effectively with social media as organizations. There's lots here, ranging across people, process, and technology. As for evidence, Goldenberg provides case studies both of successes and failures for us to learn from. As for presentation, while presented somewhat dryly, the material is extremely well organized, and structured into clear, bite-sized chunks that suit today's attention spans.

In summary, if you're a marketer looking to make the case for and then implement a program that incorporates the reality of social media into your firm's overall CRM efforts, there's a lot here to help you.

Zan

An outstanding account of Social CRM. Barton Goldenberg provides a clear definition of Social CRM and a great framework to understand it. This is not an academic book but a definitive guide which will take you through best practice and implementation approaches. A highlight for me is the emphasis on his trademark phrase - "People-Process-Technology". This is real Social CRM not vapourware - the author talks about the real world using examples of companies who have implemented true Social CRM. The book covers every aspect to plan and deliver a successful Social CRM Strategy - from architecture through implementation to the roadmap. Goldenberg guides you to the value of Social CRM and appreciate the business outcomes possible from Social CRM. This book is to the point and so easy to read. Great value.

Vispel

Barton is an excellent writer, speaker and visionary. He has an untold number of actual case histories on all topics he covers. And I'll never forget the first time I read a quote from him that said; "What interests my boss fascinates me." Do you know what your customers interests are? Read this book and find out why its critical to know! But more importantly than that, you will learn how to take high level information and turn it in to actionable events for your business.

Authis

Working with Barton to prepare The Definitive Guide to Social CRM's manuscript for publication, I knew from the moment I read the table of contents that the book will be the model for businesses dedicated to successful digital customer engagement outcomes. Barton covers everything—and I mean everything—that organizations seeking to marshal the strategies, processes, and tools of social CRM must consider. It urges business leaders to face essential facts about social's influence now and in the future; dissects omnichannel listening, gathering, measuring, and metric creation; and lays out the distinct-but-interrelated social CRM methods for reaching prosperity, plus so much more.

—Alison C. Lowander, Principal, HS Editorial Services

Hulbine

Having been a customer of Barton's (and his company ISM) for a number of years and witnessing firsthand how helpful he is been in my company's CRM journey, I was super-excited to read his new book on Social CRM. I'm happy to say that not only were my high expectations met, they were actually exceeded. Barton has a unique ability to convey complex, abstract, technical and cutting-edge information in a way which is both easy to understand and actionable. Whether or beginner or an expert on CRM and social strategies, there is something for all in his new book. I highly recommend.

Jube

I recently started a company called "No Joke Marketing." The concept was born around the running joke that 50% of your marketing can be tracked, the other 50% can't and only if you could figure out which 50% was working you would be rich. This is one of those books that helps take the guesswork out of your marketing and banish that joke. Social is massively powerful, take advantage of it, track it, and take that data and those customers to the bank!

Molace

Barton Goldenberg's book is an excellent primer on how to leverage Social CRM to get closer to both your employees and your customers. It is a very good read to help companies leverage Social Media to connect with their customers and to manage the complexity that comes with Social Media.

From shaping CRM to understanding today's omni-channel digital customer, Barton Goldenberg leads the way again with his compelling insights and methodologies. The timing of his latest book, The Definitive Guide to Social CRM, once again demonstrates his forward thinking.

**Related PDF to [The Definitive Guide to Social CRM:](#)**

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