



# Implementing CRM: From Technology to Knowledge

David Finnegan, Leslie P. Willcocks

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## DESCRIPTION

The authors focus on the actuality of implementing CRM. They uncover the micro political, behavioural, psychological and knowledge issues that are all too often neglected in CRM implementations.

*Implementing CRM* links CRM systems implementation with organizational change for the first time. It looks into the factors that distinguish firms that are more capable of connecting with their customers and awarded with customer loyalty with firms that are not as successful. *Implementing CRM* provides frameworks and ideas for how implementing CRM can be better handled.

## ABOUT THE AUTHOR

**David Finnegan, MBA, PhD**, has twelve years senior management experience and is a CRM and Systems Integration Specialist. He works internationally as an integration consultant and trainer, while developing postgraduate academic programmes for several universities in the UK and USA. He is also presently working as an Assistant Professor at Warwick Business School. He has worked in a range of roles, including with the Swedish Home Office, and has over 10 years experience in leadership training, system integration, business analyses and business process re-engineering in B2B and B2C environments.

**Leslie P. Willcocks, BA, MA, PhD**, has an international reputation for his work on outsourcing, information systems, IT strategies, evaluation and organizational change. He is Professor in Technology, Work and Globalization at London School of Economics and

Visiting Professor at the Universities of Erasmus and Melbourne. He has co-authored 28 books and published over 150 papers in journals ranging from *Harvard Business Review* and *Sloan Management Review* to *MIS Quarterly* and *Journal of Management Studies*. He is a regular keynote speaker and retained as adviser and educator by corporations worldwide.

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## NEW TO EDITION

- The only textbook to tackle the link between the implementation of CRM through IT and organizational change.
  - Describes the micro-processes that occur on a daily basis in a company.
  - Explores problem solving, communication between employees, inter-departmental conflicts and single customer relationships.
  - Provides frameworks and ideas on how implementing CRM can be better handled.
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