




BusinessWeek online

SEARCH SITE **GO**
 Advanced Search

- TOP NEWS
- BW MAGAZINE
- INVESTING
- ASIA
- EUROPE
- TECHNOLOGY
- AUTOS
- INNOVATION
- SMALL BIZ
- B-SCHOOLS
- CAREERS

MONDAY, NOVEMBER 20, 2006

BW CURRENT ISSUE



Global
 Table of Contents >
Get Four
Free Issues
 Subscribe Now
 Customer Service

KNOWLEDGE CENTER WEB SMART

Special Advertising Feature
Podcast: Business Solutions
 Small Businesses, Big Challenges



Get RSS Feed **RSS 2.0**

Subscribe to this Podcast in iTunes

Customer Relationship Management



New Real-Estate Slogan: Communication, Communication, Communication - David Frosh, President, Sperry Van Ness



Sales Reps Score With CRM - Tom Kiernan, Chief Executive Officer, Arena Media Networks



Tailor-Made CRM - Dennis Hernreich, CFO, Casual Male Retail Group



CRM Defeats A Hungry Beaver - Kevin Cantwell, President Big River Telephone Company



CRM Protects the Corporate Jewels - Jim Brown, General Manager, Larry Miller Lexus



Evaluating CRM Approaches for Small and Midsize Businesses - Rob Bois, Research Director, AMR Research



Optimizing Customer Relationships for Small and Midsize Businesses - Rob Bois, Research Director, AMR Research (Part





1)



Customer Relationship Management

[« Back to the Web Smart Knowledge Center](#)

[Advertising](#) | [Special Sections](#) | [MarketPlace](#) | [Knowledge Centers](#)

[Terms of Use](#) | [Privacy Notice](#) | [Ethics Code](#) | [Contact Us](#)

The McGraw-Hill Companies

Copyright 2000- 2006 by The McGraw-Hill Companies Inc.
All rights reserved.