

CRM knowledge in audio book format

Bielefeld/Walldorf June 2, 2004 - CRM knowledge can now also be acquired orally. A new audio book on customer relationship management responds to German-speaking executives' increasing preference for efficient and convenient learning techniques. The articles on this compact disc are all written in an entertaining and journalistic style, with the list of contributors resembling a veritable who-is-who in CRM - from high-calibre scholars such as Professor Dr. Peter Winkelmann of Germany's CRM Expertenrat council to project professionals such as Rolf W. Nievergelt, the successful sales trainer. Their viewpoints are complemented by renowned magazine editors, industry leaders and published authors, resulting in a well-rounded coverage of today's complex CRM universe. Providing sales executives as well as their colleagues in general management with important inspiration as well as facts of high practical value, this audio book is intended to be the first in a series of such audio books to be developed and produced courtesy of itelligence and SAP Deutschland.

The German CRM audio book is available as of now and can be ordered free of charge from www.crm-hoerbuch.de.

About itelligence AG:

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