

CRM

CUSTOMER RELATIONSHIP MANAGEMENT

- > The Hidden Costs of SaaS
- > 7 Steps to SOA Success
- > The Excellence Myth—and the Toll It Takes on CRM
- > Outsourcing Around the Globe

THE MOVING TARGET

**MOBILE MESSAGING
IS FINALLY HITTING
THE MAINSTREAM—
BUT WHAT WILL IT TAKE
FOR MARKETERS
TO HIT THEIR MARKS?**





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