

# The Customer Relationship Management Survival Guide

By Dick Lee

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<http://www.reapconsulting.com/the-book/>

Tell 'Em Like It Ain't. CRM consultant Dick Lee is the author of The Customer Relationship Management Survival Guide and a set of implementers' handbooks titled  
<http://www.destinationcrm.com/Articles/ReadArticle.aspx?ArticleID=48082>

The Customer Relationship Management Planning Guide V2 Amazon.it: Dick Lee: Libri in The survival guide also has much more "how to" and references real life  
<http://www.amazon.it/Customer-Relationship-Management-Planning-Guide/dp/0967375711>

Dick Lee, author of The Customer Relationship Management Survival Guide, Customer Relationship Management means implementing customer-centric business  
<http://www.isixsigma.com/?taxonomy=author&term=michaelwebb>

Revised sales process focuses on customer interaction. Dick Lee, author of The Customer Relationship Management Survival Guide,  
<http://www.isixsigma.com/tools-templates/process-mapping/avoid-four-most-common-mistakes-sales-process-mapping/>

What Is CRM ? David Sims | Mar 20 CRM and marketing expert Dick Lee, Management Planning Guide and the soon to be released Customer Relationship Management  
[http://customerthink.com/what\\_is\\_crm/](http://customerthink.com/what_is_crm/)

Dick Lee Author of "The Customer Relationship Management Survival Guide" The Guide to Customer Management Systems - Raab Associates 2/19/2002  
<http://www.intellibusiness.com/people.asp>

The Customer Relationship Management Survival Guide, Dick Lee. Consultant Dick Lee attempts to push the practice of customer relationship management away from what he  
<http://ieeexplore.ieee.org/xpls/icp.jsp?arnumber=952982>

Will We Ever Learn? CRM consultant Dick Lee is the author of The Customer Relationship Management Survival Guide and a set of implementers' handbooks titled Self  
<http://www.destinationcrm.com/Articles/Columns-Departments/Reality-Check/Will-We-Ever-Learn-45198.aspx>

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Determine how to create value for the customer. Sales or Customer Relationship Management Relationship Management Survival Guide,  
<http://salesperformance.com/how-to-avoid-the-four-most-common-mistakes-of-sales-process-mapping>

Dick Lee is Vice President which specializes in helping clients achieve customer-centricity. Dick manual and The Customer Relationship Management Survival  
[http://salesperformance.com/Content/Articles/Dick\\_Lee/Sex-Lies-Customer\\_Loyalty.pdf](http://salesperformance.com/Content/Articles/Dick_Lee/Sex-Lies-Customer_Loyalty.pdf)

This chapter briefly discusses the role that various analysts perform in customer relationship management Automation Survival Guide won a Dick Lee, High Yield  
<http://www.sciencedirect.com/science/article/pii/B978155558263050004X>

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Customer Relationship Management: A Key to Organisational Survival and Customer Loyalty in Ghana s Banking Industry  
[http://www.academia.edu/4627336/Customer\\_Relationship\\_Management\\_A\\_Key\\_to\\_Organisational\\_Survival\\_and\\_Customer\\_Loyalty\\_in\\_Ghana\\_s\\_Banking\\_Industry](http://www.academia.edu/4627336/Customer_Relationship_Management_A_Key_to_Organisational_Survival_and_Customer_Loyalty_in_Ghana_s_Banking_Industry)

Sep 18, 2002 CRM for citizens. By J according to Dick Lee, a founder of the CRM movement and author of the Customer Relationship Management Survival  
<http://gcn.com/articles/2002/09/19/crm-for-citizens.aspx>

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<http://www.zoominfo.com/p/Dick-Lee/35209705>

author and educator Dick Lee, The Customer Relationship Management Survival Guide and Strategic CRM were Dick taught for 10 years at the Graduate  
[http://www.h-ym.com/articles/dick\\_bio.pdf](http://www.h-ym.com/articles/dick_bio.pdf)

Title: The Customer Relationship Management Survival Guide Author: Dick Lee  
Publisher: HYM Press (St. Paul, MN)

<http://searchcrm.techtarget.com/tip/Book-review-The-Customer-Relationship-Management-Survival-Guide>

Dick Lee is the author of The Adventures Of The Mad Chinaman (2.86 avg rating, 7 ratings, 0 reviews), The Customer Relationship Management Survival Guide

[http://www.goodreads.com/author/show/625016.Dick\\_Lee](http://www.goodreads.com/author/show/625016.Dick_Lee)

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