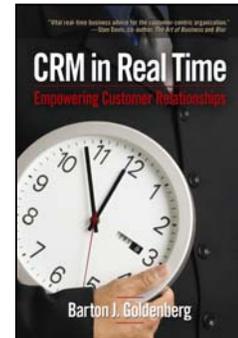


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Customer Relationship Management 24/7/365

In *CRM in Real Time*, Barton J. Goldenberg Offers Solutions for Empowering Customer Relationships

April 14, 2008, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *CRM in Real Time: Empowering Customer Relationships* by Barton J. Goldenberg.

Today's always-on, always-connected customer or client is reshaping the way Customer Relationship Management (CRM) is viewed and implemented by businesses, nonprofits, and government agencies. In *CRM in Real Time*, author Goldenberg (*CRM Automation*, Prentice Hall PTR, 2002) shares many of the lessons he learned during a 23-year career spent implementing more than 400 CRM enterprise-class systems. He illustrates that with the right mix of people, process, and technology firms can achieve a superior level of customer satisfaction, loyalty, and new business.

"Today, it is no longer an option to optimize your customer relationships," Goldenberg writes in the book's Introduction. "Given the more knowledgeable and less loyal customer base—particularly the Net generation—no organization can risk securing anything less than outstanding customer relationships. That means having up-to-the-minute customer knowledge and providing support from anywhere, anytime."

Beginning with a primer for executives who need to get quickly up-to-speed on CRM, Goldenberg covers a full range of critical issues including integration challenges and security concerns, and illuminates CRM's key role in the 24/7/365 real-time business revolution. According to Dr. Richard Feinberg, Director, Center for Customer Driven Quality at Purdue University, "The author's ability to tie together two decades of providing tried-and-true CRM guidance with his analysis of CRM in a future digital world makes this book an invaluable read."

—more—

CRM in Real Time features 35 chapters organized in these six major parts:

1. An Introduction to CRM
2. People Issues
3. Process Issues
4. Business Applications and Technology Issues
5. Critical Issues
6. The Future

The book's seven appendices offer examples, lists of resources, and a glossary. The result is a practical and comprehensive handbook for any executive seeking to maximize a firm's customer relationships, coordinate customer-facing functions, and leverage the power of the Internet as business goes real time.

Advance Praise for CRM in Real Time:

“*CRM In Real Time* gets to the heart of what a successful CRM implementation is all about—people, process, and technology—and makes the powerful case for doing CRM in real time. You can save hundreds of hours and thousands of dollars by reading this book before taking on a CRM initiative.”

—Bob McLaughlin, Senior VP (retired), McGraw-Hill

“Vital real-time business advice for the customer-centric organization.”

—Stan Davis, co-author, *The Art of Business and Blur*

“Barton Goldenberg shares his proven CRM Roadmap and his analysis of CRM in an always-on digital ecosystem. *CRM in Real Time* is a winner!”

—Tim Bajarin, President, Creative Strategies, Inc.

Barton J. Goldenberg is founder and president of ISM, Inc., a leading Customer Relationship Management (CRM) and Real-Time Enterprise (RTE) strategic advisory offering consulting and research services to businesses, nonprofits, and government agencies. Goldenberg's clients have included AAA, IBM, Johnson & Johnson, Nestle, Nike, PepsiCo, U.S. Department of Defense, U.S.P.S., and Verizon. He is a columnist for *CRM Magazine* and a contributor to *eWeek* and *Sales & Marketing Management*. He is the author of a previous book, *CRM Automation* (Prentice Hall PTR, 2002).

CRM in Real Time: Empowering Customer Relationships (384 pp/softbound/\$39.95/ISBN 978-0-910965-80-4) is a CyberAge Book from Information Today, Inc. It is available in bookstores through Independent Publishers Group (IPG) or by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; emailing custserv@infotoday.com; or on the Web at www.infotoday.com.

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