



Essentials of CRM: A Guide to Customer Relationship Management (Essentials Series)

By Bryan Bergeron

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Editorial Review

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About the Author

BRYAN BERGERON has spent the last thirty years designing and working with computers and electronics. He teaches at Harvard Medical School and MIT, serves as Editor in Chief of e.MD and technical editor of Postgraduate Medicine, and is on the editorial boards of Healthcare Informatics and Perspectives in Biology and Medicine, among others. He has authored several books on business and technology.

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