
Acknowledgements

I'd like to express my appreciation to the many people and organizations that have contributed to this book. Most of these contributions have been requested and conscientiously delivered, but other contributors are unaware that their occasional comment or question is reflected in these pages. I thank you all.

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I would also like to acknowledge the input of John Turnbull and Matthew Holden. I have a strong managerial and strategic emphasis on CRM, which privileges the perspective of the user. In my 15 years or so of teaching, researching, advising and consulting on CRM I have learned much about technology, but am I by no means a match for these two technology experts.

John Turnbull is the founder and Managing Director of Customer Connect Australia (www.customerconnect.com.au). John began his working life with operational and management roles in service, sales, marketing support and project management. He has managed business transition programmes for a wide range of organizations across marketing, sales, service and operations. His experience also includes managing the sales consulting organizations in Australia and New Zealand for two major CRM vendors, PeopleSoft and Siebel (now Oracle). At Customer Connect Australia, John has helped organizations in a wide range of industries to succeed with their customer-centricity/customer management programmes. His work includes business consulting, CRM

strategy, customer management education, managing business transition and customer management (CMAT™) assessment. John contributed a chapter to the first edition of this book, and the current Chapter 13, IT for CRM, draws heavily on that foundation. John and I have worked together on a number of CRM educational projects.

Matthew Holden is a highly experienced IT executive who has held senior positions at both Oracle and SAP. Currently based in Singapore, he has been a lead CRM implementation consultant at various companies including Fosters Ltd, AAPT and Cellarmaster Wines. He now works with large Asian companies and governments across the entire information technology software spectrum from ERP to CRM. More information is available at www.matthewholden.com.au. I first met Matthew when he enrolled as a PhD candidate and I had the pleasure of assisting him on the doctoral pathway. We have since worked together on a number of CRM educational projects. John and Matthew both read and commented on the technology-heavy chapters of this book. Thank you both for your input.

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Finally, if you want to get in touch about the book, you can reach me at francis@buttleassociates.com

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