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 BUSINESS



WITH  
**SANJOG AUL**

**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
**August 5th 2005: CRM: Love Thy Customer NOT Software!**

Till date, there are a very few adopters who have success stories to tell. Either the CRM deployments have been total fiascos OR have failed to deliver significant incremental value as expected. The whole idea is to get closer to the customer using CRM technology. Are we missing something here?



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