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Mark Barrenechea

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In this text, Mark Barrenechea, senior executive in Oracle's Customer Relationship Management division, provides readers with a view from Oracle on what companies need to know about making the e transformation. While technology and its increasing development makes the future unpredictable, one thing will always remain constant: information is the key to success in any organization. Effective management and easy access to information is vital, and to survive every business must embrace the changes the internet brings to their company. This book covers all aspects of the customer relationship, from supply, manufacturing and sales processes and looks at the internal processes that need to change if businesses are to operate effectively in the new economy.

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