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   Sommario/riassunto   Customer relationship management, or CRM, is certainly a hot topic in
                   business today. If you have a small or medium-sized business, chances
                   are you're already aware of all it can do for you. But with so many
                   options and so much to think about, how do you get a CRM system in
                   place with a minimum of hassle? Well, Microsoft Dynamics CRM 4 For
                   Dummies is a great place to start! Written by veteran CRM experts Joel
                   Scott and David Lee, this friendly guide will have you understanding
                   and using Microsoft's CRM solution in a jiffy. Whether you're
                   considering a CRM system for the first time or