

1. Record Nr.	UNINA9910964960603321
Autore	Vogt Henrik
Titolo	Open Source customer relationship management solutions : potential for an impact of Open Source CRM solutions on small- and medium sized enterprises // Henrik Vogt
Pubbl/distr/stampa	Hamburg [Germany], : Diplomica Verlag, 2008
ISBN	9783836617598 3836617595
Edizione	[1st ed.]
Descrizione fisica	1 online resource (93 p.)
Disciplina	651.84404
Soggetti	Small business - Computer programs Open source software
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Cover title.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Open Source Customer Relationship Management Solutions. Potential for an Impact of Open Source CRM Solutions on Small- and Medium Sized Enterprises; Preface; Table of Contents; List of Figures; List of Tables; List of Abbreviations; 1. Introduction; 2. Importance of CRM for Small and Medium-Sized Enterprises; 3. Requirements of Customer Relationship Management; 4. Open Source CRM Solutions; 5. Conclusion; Bibliography; Appendix
Sommario/riassunto	The book reveals the overall importance of a customer relationship management system especially for small and medium-sized enterprises. In addition to the topic of CRM, the increasing importance and possibilities of open source software is revealed. The main research question consists of the idea if open source customer relationship management systems are able to fulfill the requirements of a CRM software. In order to be able to answer this question, the following analysis made use of the literature available on the topics CRM, special requirements of small and medium-sized enterprises,