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Sommario/riassunto	This book provides a systematic and comprehensive introduction to CRM3.0 in the digital era, which includes innovation in sales and service theoretical systems, in digital tools and products, in value evaluation systems, and in support systems, combined with cases of enterprises. It elaborates on sales in the digital era from different perspectives such as theoretical systems, business models, value output, and digital tools, as well as how to serve digital innovation and transformation. This book involves lots of charts, combined with cases of industry innovation and transformation of typical enterprises, to provide reference and inspiration for managers and practitioners in business especially who are in demand of digital transformation for enterprises, as well as the readers in business schools.