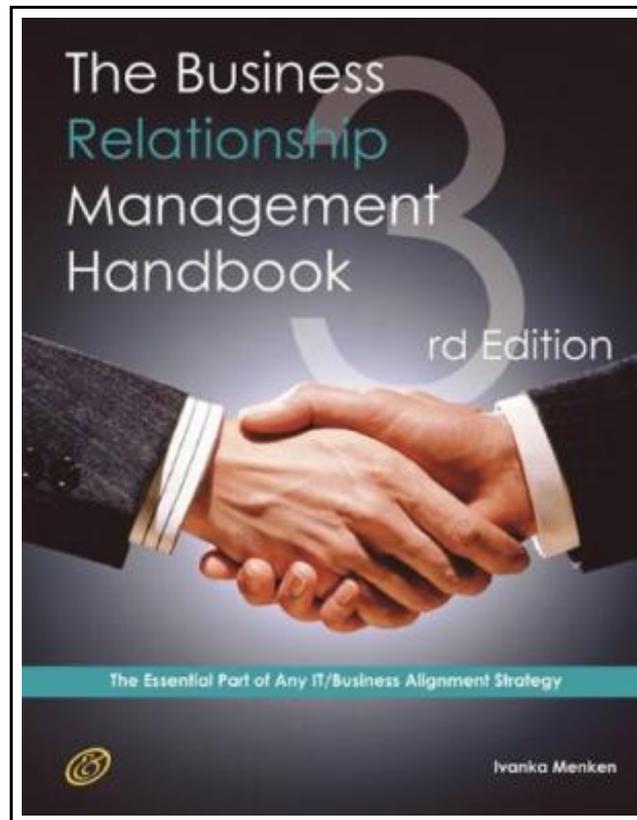


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Emergo Publishing. Paperback. Book Condition: New. Paperback. 180 pages. Dimensions: 9.6in. x 7.5in. x 0.6in. The first and second edition of this book are regarded as a classic in its field. Now, in an expanded and updated version of *The Art of Services* book, the authors once again present a step-by-step guide to Business Relationship Management. In business and IT, you have to know your customer and understand how your company interacts with him or her. The current term for this is Business Relationship Management (BRM), and *The BRM Handbook* is the best textbook for managers on the mechanics of BRM. It's a standout in a field that's filled with squishy books that go on at length about how important BRM is, but which lack details. Ivanka Menken provides lots of factual information, real case studies, carefully considered commentary, and reasoned criteria with which to evaluate BRM best practices and strategies. You'll get a lot from her carefully researched book. Menken devotes some of her volume to BRM background information but quickly gets to the issues that managers confronted with BRM decisions need to consider. She makes great use of bulleted lists, scorable quizzes, and checklists and templates (sections about what questions to ask relations, and why, are particularly good) that you can use right now to gauge any organization's suitability to BRM and determine how they need to change in order to get the most out of their systems. Many CIOs today are using relationship management techniques to better integrate IT into the core business units. These skills are essential, as IT is expected to play a more prominent role in the direction of the business. When a company matures and scales, it takes a different IT view, moving from reactive to predictive. The way to be successful is using...

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