



Better Business by Phone (Ichor Business Books)

Valerie O'Dea

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Better Business by Phone (Ichor Business Books) Valerie O'Dea

Sets out to explain the concept of telebusiness, looking into a variety of areas in which the telephone can be more fully integrated. Explores related aspects of marketing, and discusses information technology resources such as automation, telemarketing, and computer telephony integration. Also examines business management and people management activities associated with the telephone, such as information flow, customer service, and selling. Includes example forms. An Ichor Business Book. The author is affiliated with the Chartered Institute of Marketing.- Book News, Inc.

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