



**The Business Edge**  
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**March 19th 2014: Reputation Management: More Essential Than Relationship Management**

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Meaningful business comes from meaningful relationships. But how are meaningful relationships really created, and what is it that really needs to be managed? Mike Muhney, the Co-Founder & Co-Inventor of ACT!, the product that originally created the entire Relationship Management software category in 1987 and to date has sold over 10 million copies worldwide to PC users, dispels the notion of thinking that any type of relationship can really be managed, regardless of whether it is personal or business. Further, despite today's CRM multi-billion dollar annual industry attributing ACT! as the pio

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**Featured Guest**



**Mike Muhney**  
Mike Muhney has enjoyed a varied, passionate and uniquely successful career in the high-tech industry. Born and raised in Chicago and graduating from the University of Illinois with a degree in Finance, with Honors, Mike began his career with IBM in 1975 and was professionally trained in their intensive full-time 6-month-long internal Sales School. He was ranked 6th out of his national class of 66 students, after which he sold mainframes and software solutions and achieved numerous Hundred Percent Clubs, IBM's most successful sales fraternity. Mike's claim to fame came from his Co-inventing ACT!, and with it creating the software category known as Contact Managers, that now encompasses CRM.

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