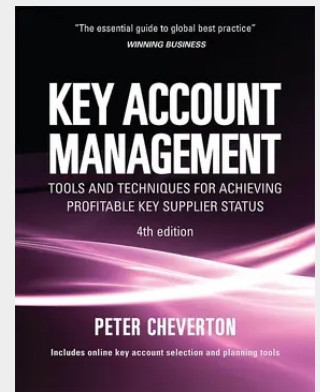


Cheverton

Key Account Management

Tools and Techniques for Achieving Profitable Key Supplier Status

Key Account Management is a highly practical book with a unique yet simple planning methodology for identifying, obtaining, retaining and developing key customers - the lifeblood of any organization. Fully re-written to reflect the most recent trends and challenges, this new edition will reinforce its standing as the premier book on the subject. Very few books take the long-term, team-selling strategic view of KAM that this book takes, and it is the only book which focuses on implementation rather than theory. Based on real and current experience of companies facing the challenge, it provides tools for use in the real world that will help you to plan your own strategy as you proceed. The case studies span the full breadth of the KAM experience: FMCG, Retail, B2B, Petrochemical, Speciality Chemical, Service Industry, Pharmaceutical, IT and Financial Services. With a CDROM containing ready-to-use application tools, **Key Account Management** has found a global resonance with business practitioners, whilst also establishing itself on many academic reading lists.



Auf Anfrage

Nicht mehr lieferbar

Artikelnummer: 9780749452773

Medium: Buch

ISBN: 978-0-7494-5277-3

Verlag: Kogan Page

Erscheinungstermin: 03.05.2008

Sprache(n): Englisch

Auflage: 4. Auflage 2008

Produktform: Kartoniert

Gewicht: 773 g

Seiten: 400

Format (B x H): 191 x 247 mm

