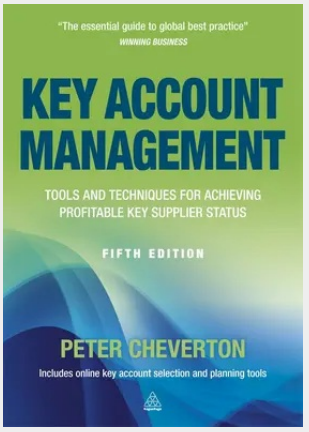
Cheverton

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. 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.



Auf Anfrage

Nicht mehr lieferbar

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