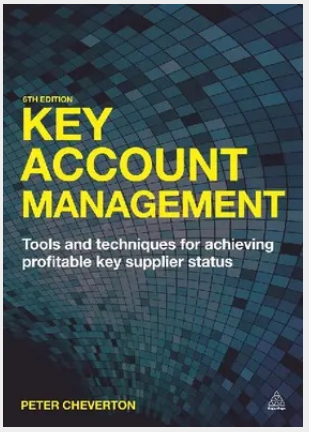
Cheverton

Key Account Management

Tools and Techniques for Achieving Profitable Key Supplier Status



An organization's key accounts are its lifeblood. Key account management focuses on the long-term investment of resources in customers that can offer an exceptional return on resources. But which are the key accounts? Are they the ones growing the fastest? The ones that are most financially secure? Or are they the ones that shout the loudest? ***Key Account Management*** puts forward a straightforward and effective planning methodology. This fully updated 6th edition of ***Key Account Management*** takes a long-term, team-selling strategic view of the whole process, from defining the customer, to managing the relationship and achieving key supplier status. With coverage of latest best practice including IT's role in account management, plus new case studies, online supporting resources and a new section comparing how different industries/markets approach key account management, it stands alone as the premier book on managing key customers. **Online resources** include helpful templates, guides for students and lecturers, and self tests to ensure that best practice is being followed.

An organization's key accounts are its lifeblood. Key account management focuses on the long-term investment of resources in customers that can offer an exceptional return on resources. But which are the key accounts? Are they the ones growing the fastest? The ones that are most financially secure? Or are they the ones that shout the loudest? Key Account Management puts forward a straightforward and effective planning methodology. This fully updated 6th edition of Key Account Management takes a long-term, team-selling strategic view of the whole process, from defining the customer, to managing the relationship and achieving key supplier status. With coverage of latest best practice including IT's role in account management, plus new case studies, online supporting resources and a new section comparing how different industries/markets approach key account management, it stands alone as the premier book on managing key customers.Key Account Management is also supported by a number of online resources, including helpful templates, guides for students and lecturers, and self tests to ensure that best practice is being followed.

54,20 €
54,20 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780749469405
Medium: Buch
ISBN: 978-0-7494-6940-5
Verlag: Kogan Page
Erscheinungstermin: 01.02.2015
Sprache(n): Englisch
Auflage: 6. Auflage 2015
Produktform: Kartoniert
Gewicht: 715 g
Seiten: 416
Format (B x H): 170 x 244 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)