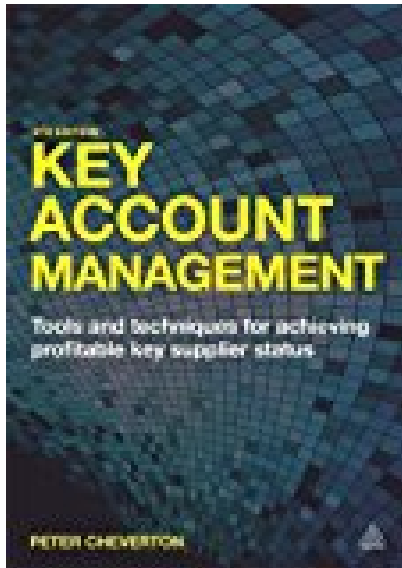


Key Account Management Tools and Techniques for Achieving Profitable Key Supplier Status



BOOK DETAILS

- Author : Peter Cheverton
- Pages : 416 Pages
- Publisher : Kogan Page
- Language : English
- ISBN : 0749469404



BOOK SYNOPSIS

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.

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