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GLOBAL ACCOUNT management creating value

# **Global Account Management Creating Value**

Diana Woodburn, Kevin Wilson

#### **Global Account Management Creating Value:**

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Handbook of Strategic Account Management Diana Woodburn, Kevin Wilson, 2014-03-17 A compilation of the established knowledge in strategic account management While companies and academics expend tremendous effort on mass marketing they often overlook their immediate customers which are critical in both senses and hence the importance of strategic account management SAM This handbook is a compilation of papers that present researched knowledge of SAM across the academic community which fills a void in the existing academic literature Handbook of Strategic Account Management identifies drivers of the SAM approach key issues and success factors operational needs and areas still awaiting exploration Each paper includes an overall referenced summary of the tenets of SAM relevant to the area it reports and together with the combined list of references it creates an indispensable resource for academic readers students and researchers Handbook of Strategic Account Management is written by over 40 knowledgeable experts with substantial experience of SAM from teaching researching writing and advising companies on why and how it works spread widely across Europe and the US It represents the balanced researched body of knowledge in SAM and will be an invaluable resource to anyone exploring the approach whether for a student thesis for original research or for answers on how to approach SAM as a company initiative Today's strategic key and global account management professionals owe thanks to a small community of academic researchers who over the past three decades have been pioneers in identifying cataloguing and analyzing the selling and business management practices of an emerging profession we now call strategic account management This Handbook is an important milestone to mark SAM s still evolving impact on corporate business strategies and its ever increasing relevance as a proven engine for growth in business to business strategic customer relationships Bernard Quancard President CEO of SAMA US based Strategic Account Management Association with over 3 000 members worldwide Yana Atanasova Bjorn Ivens Toni Mikkola Ivan Snehota Audrey Bink Ove Jensen Stefanos Mouzas Kaj Storbacka Per Olof Brehmer Robert Krapfel Peter Naud Olavi Uusitalo Noel Capon Antonella La Rocca Jukka Ojasalo Tom Vanderbiesen Simon Croom Sylvie Lacoste Catherine Pardo Stefan Wengler Osman G k Nikala Lane Nigel Piercy Kevin Wilson Paolo Guenzi R gis Lemmens Michael Pusateri Diana Woodburn Stephan Henneburg Tommi Mahlam ki Jakob Rehme John Workman Sue Holt Malcolm McDonald Sanjiy Sengupta George Yip Christian Homburg Florin Mihoc Christoph Senn Judy Zolkiewski Successful Global Account Management Kevin Wilson, Nick Speare, Samuel J. Reese, 2002 Based on a major global research study into Global Account Management GAM Successful Global Account Management shows companies how to adopt a radically different approach to dealing with their key accounts to operate as truly global suppliers Managing Global Customers George S. Yip, Audrey J. M. Bink, 2007-09-06 Multinational companies need to manage their relationships with multinational customers with a globally integrated approach This book provides a systematic framework for developing and implementing such global customer management programs It draws on in depth research at over 20 major U S and European multinational companies such as ABB Bechtel BP Bosch British Airways Carrefour Daimler Chrysler Hewlett Packard HSBC IBM Schlumberger Shell

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important customers Many B2B companies make half their profitable revenue from just three percent of their customers yet don't recognize the significance of these accounts nor invest appropriately in them Account Based Growth introduces a comprehensive framework for improving internal alignment and external engagement with these vital few It contains bullet pointed takeaways at the end of each chapter plus a comprehensive checklist to help you improve your own company s approach to its most important customers Each element of the framework is brought to life through viewpoints from industry experts and case studies from leading organizations including Accenture Fujitsu Infosys SAP Salesforce ServiceNow and **Key Account Rock Stars** Marc Pettersson, 2024-05-09 Key Account Rock Stars Raising Your Volume by Lowering Your Decibels brings fresh new thoughts to the topic of Key Account Management This book reveals the secrets of how to successfully engage with customers and how to become organizationally savvy plus practical tools for succeeding on the job It is written for the practitioner and takes readers through the soft sides of the job which is exactly what is needed to succeed and achieve career fulfillment Account managers must keep the relationship fresh with creative ways to add value to the customers so customers remain genuinely satisfied with the relationship Losing a customer will always be a burden on the individual Key Account Manager whatever the reason for the loss Readers will Gain awareness of what a good customer relationship looks like Learn tools to solve issues and improve ways of working And most importantly learn how to succeed as a Key Account Manager Remember the importance of customer centricity is higher than ever The decade long transition of the economy away from production towards services and the need to differentiate from the competition will certainly continue A company today that fails to engage with the customers will not succeed the era of making a good product and trusting it to sell itself is long gone **Successful Customer Relationship Management Programs and Technologies: Issues and Trends** Eid, Riyad, 2012-03-31 This book offers case studies methodologies frameworks and architectures and generally the cutting edge in research within the field of customer relationship management Provided by publisher

Implementing Key Account Management Javier Marcos, Mark Davies, Rodrigo Guesalaga, Sue Holt, 2018-08-03
Implementing Key Account Management is a highly practical handbook that guides readers through the realities of rolling out a functional key account management programme The book offers an integrated framework for key account management KAM that businesses can use to design or further develop strategic customer management programmes enabling them to overcome the obstacles that organizations often face when rolling out their strategies Bringing together the experiences of leading experts within this field Implementing Key Account Management draws on two decades of research and best practice from Cranfield University School of Management one of the foremost centres for researcher and thought leadership in KAM Between them the authors have designed and delivered programmes globally for clients such as Rolls Royce Unilever Vodafone The Economist and many more Rigorously researched well grounded and practical this book is quite simply the definitive go to resource for implementing key account management programmes

Marketing Communications Chris

Fill, Sarah Turnbull, 2019 The new edition of Marketing Communications delivers a rich blend of theory with examples of contemporary marketing practice Providing a critical insight into how brands engage audiences Fill and Turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields The eighth edition which contains two new chapters reflects the changing and disruptive world of marketing communications Throughout the text the impact of digital media and its ability to influence audience client and agency experiences is considered Each chapter has been extensively revised with new examples the latest theoretical insights and suggested reading materials Each of the 22 chapters also has a new case study drawn from brands and agencies from around the world Marketing Communications is recognised as the authoritative text for professional courses such as The Chartered Institute of Marketing and is supported by the Institute of Practitioners in Advertising **Global Organizations** Rabi S. Bhagat, Annette S. McDevitt, B. Ram Baliga, 2017-04-20 Global Organizations Challenges Opportunities and the Future provides a comprehensive description of the forces that confront multinational and global companies in the 21st century This book presents the fundamental concepts that help managers discern the challenges which lie ahead Marketing **Communication** Allan J. Kimmel, 2005 Divided into three parts this book provides cutting edge perspectives from both academics and practitioners on the analysis of developments in all areas of marketing communication Contemporary Selling Mark W. Johnston, Greg W. Marshall, 2021-08-01 Contemporary Selling is the only book that combines full coverage of up to date personal selling processes with a straightforward look at sales management practices delivered in a way that students want to learn and instructors want to teach The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers Johnston and Marshall have created a comprehensive holistic source of information about the selling function in modern organizations that links the process of selling what salespeople do with the process of managing salespeople what sales managers do A strong focus on the modern tools of selling such as customer relationship management CRM social media and technology enabled selling and sales analytics means the book continues to set the standard for the most up to date and student friendly selling book on the market today Pedagogical features include updated mini cases to engage students and reinforce learning objectives Ethical Dilemma and Global Connection boxes that simulate real world challenges faced by salespeople and their managers Role Play exercises that enable students to learn by doing and updated discussion gueries to drive classroom discussion and help students connect important concepts This fully updated new edition is an invaluable resource for students of personal selling at both undergraduate and postgraduate levels Supplementary resources include an instructor s manual PowerPoint slides and other tools to provide additional support for students and instructors International Business Strategy Alain Verbeke, 2013-03-07 The first textbook to combine analytical rigour and true managerial insight on the functioning of large multinational enterprises **Supply Chain Saves the World** Bruce Richardson, 2006 Managing a Global Workforce Charles

Vance, Yongsun Paik, 2015-03-27 This new edition of Managing a Global Workforce provides balanced and contemporary coverage of human resource management in the international marketplace Directed at future general managers and international executives rather than HR specialists it is designed to help students as well as professionals recognize the critical human resource issues underlying the cultural and economic challenges they face

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