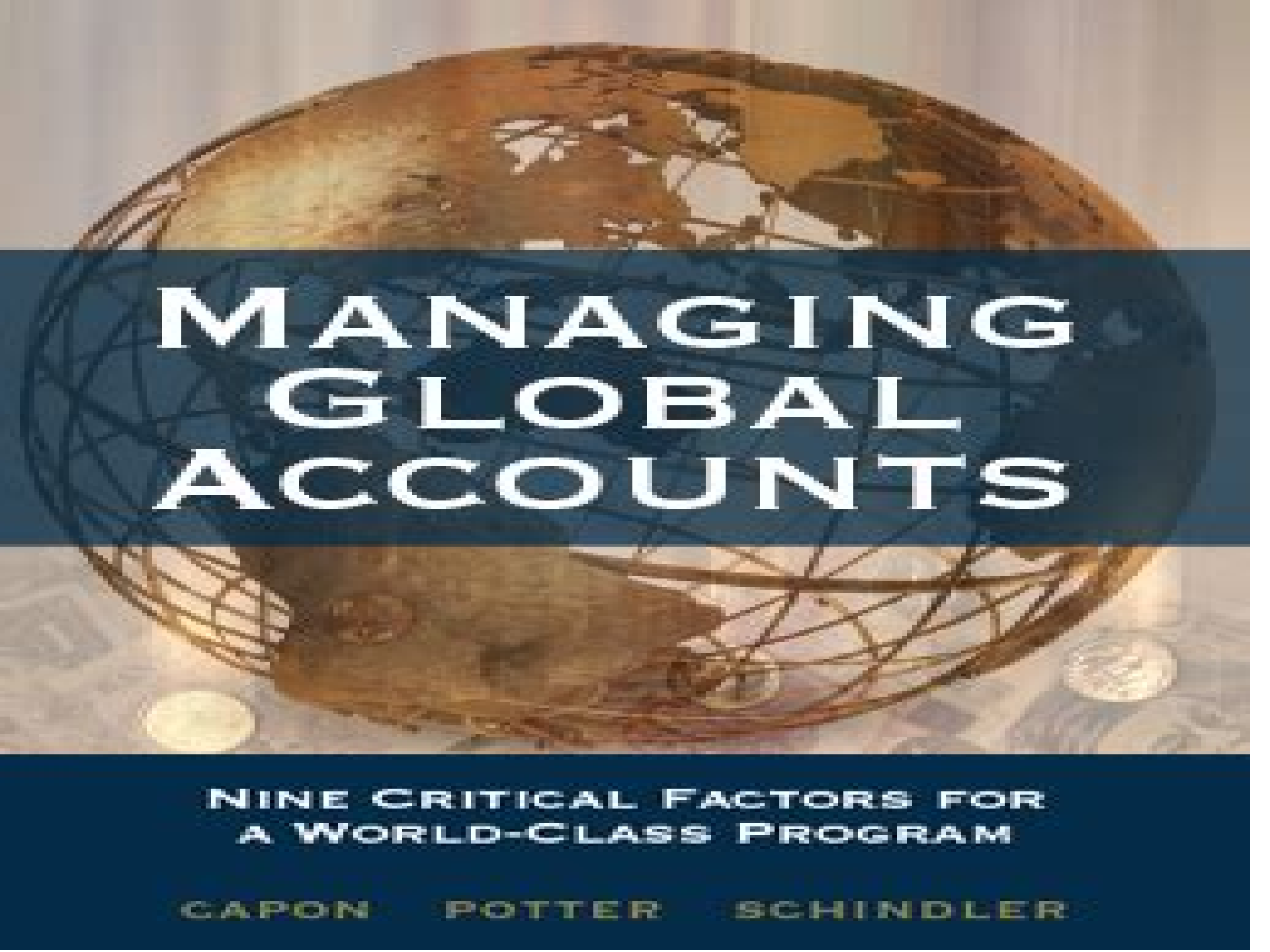


A globe with a wireframe grid is the central focus. It is positioned on a surface that appears to be covered with various currencies, including coins and banknotes. A dark blue horizontal band is superimposed over the middle of the globe, serving as a background for the title text.

MANAGING GLOBAL ACCOUNTS

NINE CRITICAL FACTORS FOR
A WORLD-CLASS PROGRAM

CAPON POTTER SCHINDLER

Managing Global Accounts

**Kevin Wilson, Nick Speare, Samuel J.
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Manage Globally, Sell Locally A. Lee Blackstone,1995 Addresses the factors that make managing the account relationship different from territory management and offers tools to help the account manager measure success or position within the account Outlines how a team approach can be used to successfully sell at all levels of the customer s organization Book jacket **Global Account Management** H. David Hennessey,Jean-Pierre Jeannet,2004-11-19 If you buy a new BMW you may be surprised as much by the owner s manual as by the car itself Thin personalized and containing information only on the features you have selected in the language you speak it is the result of a year s collaboration with Xerox that has radically improved the product and decimated costs It is just one example of the new organizational structures and processes being developed at leading companies to serve the global marketplace As firms realize that dealing with global customers is not simply an extension of key account management their most common response is to launch a formal global account management initiative Done well this is powerful and effective however without proper planning it can spell disaster Drawing on widely accepted key success factors for global account management as well as new elements revealed by their research David Hennessy and Jean Pierre Jeannet redefine the process global account management around the premise that sustainable value springs only from an expert understanding of the customer s industry its structure and its strategy The book covers all critical aspects of the topic the planning process account selection team building executive support global IT

requirements compensation structures and more and draws on interviews with top global account managers at leading companies including IBM Cable and Wireless Siemens HP Guinness Cisco and Procter Gamble Managing Marketing in the 21st Century Noel Capon,James M. Hulbert,2007 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 **The Seven Keys to Managing Strategic Accounts** Sallie Sherman,Joseph Sperry,Samuel Reese,2003-04-29 Market proven strategies to generate competitive advantage by identifying and always taking care of your best customers The Seven Keys to Managing Strategic Accounts provides decision makers with a proactive program for profitably managing their largest most critical customers their strategic accounts Drawing on the expertise of S4 Consulting Inc a leading edge provider of strategic account consulting and Miller Heiman a global sales

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European Retail Research Thomas Foscht, Dirk Morschett, Thomas Rudolph, Peter Schnedlitz, Hanna Schramm-Klein, Bernhard Swoboda, 2015-05-08 The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers retail lecturers retail students and retail executives As it has always been retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept EUROPEAN RETAIL RESEARCH welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research based either on large scale empirical data or on the case study method Following the state of the art in retail research articles on any major issues that concern the general field of retailing and distribution are welcome

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The Globalization of Advertising James R. Faulconbridge, Peter Taylor, 2010-12-09 The Globalization of Advertising draws upon previously unpublished research to unpack the contemporary structure spatial organization and city geographies of global advertising agencies The book demonstrates how teamwork in contemporary advertising agencies intra organizational power relations and the distribution of organizational capabilities all define how global agencies operate as transnationally integrated organizations This in turn allows understanding to be developed of the role of the offices of global agencies located in the three case study cities Detroit Los Angeles and New York The role of these three cities as preeminent markets for advertising in the USA is shown to have changed radically over recent years experiencing both growth and decline in employment as a result of their position in global networks of advertising work networks that operate in the context of a changing US economy and the rise of new and emerging centres of advertising in Asia and South America

The Oxford Handbook of Strategic Sales and Sales Management David W. Cravens, Kenneth Le Meunier-FitzHugh, Nigel F. Piercy, 2012-11-22 The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management Sales theory is experiencing a renaissance driven by a number of factors including building profitable relationships creating delivering brand value strategic customer management sales and marketing relationships global selling and the change from transactional to customer relationship marketing Escalating sales and selling costs require organisations to be more focused on results and highlight the shifting of resources from marketing to sales Further the growth in customer power now requires a strategic sales response and not just a tactical one The positioning of sales within the organisation the sales function and sales management are all discussed The Handbook is not a general sales management text about managing a sales force but will fill a gap in the existing literature through consolidating the current academic research in the sales area The Handbook is structured around four key topics The first section explores the strategic positioning of the sales function within the modern organisation The second considers sales management and recent developments The third section examines the sales relationship with the customer and highlights how sales is responding to the modern environment Finally the fourth section reviews the internal composition of sales within the organisation The Handbook will provide a comprehensive introduction to the latest research in sales management and is suitable for academics professionals and those

taking professional qualifications in sales and marketing

International Marketing Carl Arthur Solberg, 2017-12-06

Expanding an organisation internationally presents both opportunities and challenges as marketing departments seek to understand different buying behaviours power relations preferences loyalties and norms International Marketing offers a uniquely adaptable strategy framework for firms of all sizes that are looking to internationalise their business using Carl Arthur Solberg's tried and tested Nine Strategic Windows model Compact and readable this practical text offers the reader insights into The globalisation phenomenon Partner relations And Strategic positioning in international markets Solberg has also created a brand new companion website for the text replete with additional materials and instructor resources This functional study complete with case studies that demonstrate how the theory translates to practice is an ideal introduction to international marketing for advanced undergraduates and postgraduates in business and management It also offers a pragmatic toolkit for managers and marketers that are seeking to expand their business into new territories

Solution

Business Kaj Storbacka, Risto Pennanen, 2014-02-07 Success in solution business starts by accepting that solution business is a separate business model not simply another product category or an extension of the existing product business This book identifies the business model areas that firms need to focus on when transforming into solution business It further organizes these areas into three sets of capabilities and practices commercialization industrialization and solution platforms This is the first book to take a comprehensive view of success in solution business and its relevance therefore extends to all functions of firms wanting to become solution providers as well as to many managerial levels The book will also help you self assess how ready your organization is for success in solution business

The Marketer's Handbook

Laurie Young, 2011-04-22 This book

written by a senior marketer with over thirty years experience of using marketing techniques and concepts sets out to describe contextualize and rate them Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively Its conclusion is that seasoned professionals must use their judgement about when and how to use them but they also need to understand them in depth if they are going to make well rounded effective investment decisions Above all it asks how useful and relevant is this concept Will it improve decision making Does the damn thing have any credibility and does it work This book combines a rigorous review of a wide range of marketing concepts with many practical examples and case studies It can be read or dipped into both by seasoned professionals and by those just embarking on their marketing career Sir Paul Judge President Chartered Institute of Marketing Laurie Young casts an experienced and skeptical eye on many cherished marketing concepts and techniques He provides an antidote to the tendency to adopt them without understanding their limitations and possibilities Professor George Day The Wharton School Chairman of the American Marketing Association Laurie Young has produced nothing less than the A Z of marketing He has journeyed far and wide mapping out hundreds of business marketing and communications models to produce an extremely useful industry atlas Certainly it will find a well thumbbed home on my bookshelf Hamish Pringle Director General Institute of

Practitioners in Advertising This book is much needed by marketing Its value is in challenging concepts some of which have been the accepted norm for a long time But as this book shows some of these may no longer be relevant and appropriate for marketers in today s consumer environment Mike Johnston CEO Dairy Council of Northern Ireland and former Chairman of the Chartered Institute of Marketing Senior marketers like those who make up the membership of the Marketing Society hone the methods and techniques they favour as their career develops Laurie Young clearly did that and an experienced voice shines through this critique It is heartening to find that so many concepts have a long history of producing real value for businesses but alarming to find so many of the theorists favourites to be so groundless Hugh Burkitt CEO The Marketing Society

Key Account Management in Financial Services Peter Cheverton, 2004 Peter Cheverton s *Key Account Management* 3rd edition 2004 has established itself as the leading book on the subject The idea for this new book was prompted by the huge up take for his KAM Masterclass seminars and workshops from sales and marketing people in FS companies all over the world It follows a similar structure to the original book but offers specific advice on marketing and selling financial products with real world examples and case studies from FS companies around the globe Compiled from original in depth research and interviews the book is divided into seven parts and is designed to take the reader through the process of understanding analysis planning implementation and performance monitoring so it can be used as a before during and after guide to practical implementation With areas covered such as the changing environment in financial services the buying process competitor replacement strategies identifying key accounts meeting the customer s needs E commerce and the Internet and management of non key accounts this book is a must have for anyone working or studying in this field

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