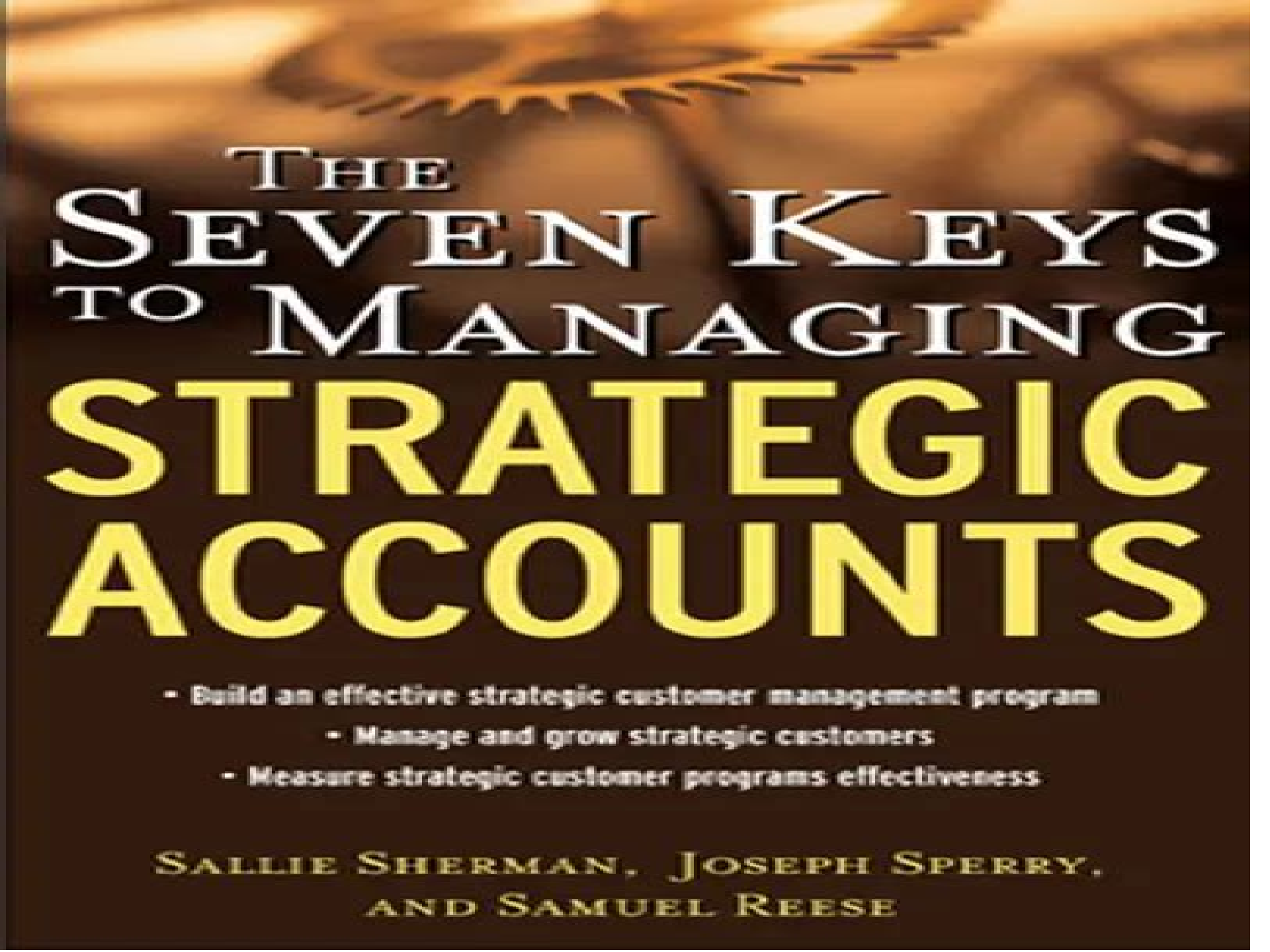




THE SEVEN KEYS TO MANAGING STRATEGIC ACCOUNTS

- Build an effective strategic customer management program
 - Manage and grow strategic customers
 - Measure strategic customer programs effectiveness

SALLIE SHERMAN, JOSEPH SPERRY,
AND SAMUEL REESE

Seven Keys To Managing Strategic Accounts

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