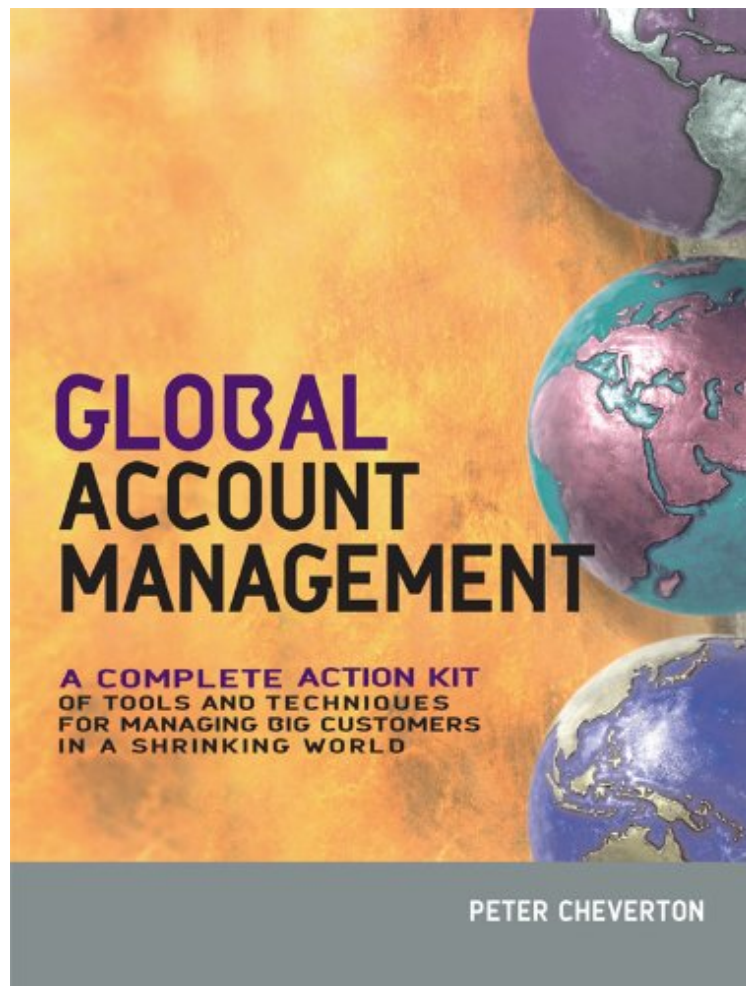


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Global Account Management: a complete Action Kit of Tools and Techniques for Managing Key global Customers: Volume 1

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Global Account Management explains the significant challenges of establishing a global account strategy and guides you through the process of decisions and actions required to manage global accounts successfully. The book provides a thorough, workmanlike template for all businesses with global clients. It shows you the issues you need to consider from the point of view of both your customers and your company's internal structure. Author Peter Cheverton - an expert practitioner and teacher of account management - highlights the difference between an international company operating in different markets and one that can be considered as truly global. He reveals that, to operate accounts globally, you need to understand whether your client has consistent needs across different countries; possesses a global operational structure; and has the ability to implement global decisions. He then details the factors critical to your successful handling of a global account. The implications of making the wrong decisions in a global marketplace are enormous - Global Account Management gives you the information and insight you need to establish the best long-term relationships with your biggest clients, and - most importantly of all - secure the future success of your company. Global Account Management is an essential guide for business directors, sales and marketing directors, and global account managers.

"Practical advice on the decisions and actions required to successfully meet the challenges of GAM." Reference and Research Book News "Explores the significant challenges of global account management (GAM) and guides the reader through the process of decisions and actions required to make it a success." Journal of Economic Literature "The author's wide appreciation of the challenge, and his practical approach to the solutions, means that this book will fast become the touchstone of good GAM practice." Professor Malcolm McDonald, Emeritus Professor, Cranfield School of Management (MA (Oxon), MSc, PhD.Litt, FCIM, FRSA) "Buyers and sellers alike could learn a lot from its contents." "I liked the book and would recommend it to all new buyers and account managers." Supply Management, 24 April 2008 About the Author Peter Cheverton is founding Director of INSIGHT Marketing and People, a global training and consultancy firm specializing in the development of customer-focused business strategies, with a strong focus on Key Account Management and Business Leadership. He has developed an international reputation as one of the leading experts in these challenging areas, working hands-on with clients around the world. He is the author of Key Marketing Skills, Global Account Management and Key Account Management in Financial Services (all published by Kogan Page).