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GLOBAL ACCOUNT **management** creating value

Global Account Management Creating Value

Marc Pettersson



Global Account Management Creating Value:

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 Hennessey and Jean-Pierre Jeannet redefine the process of 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. **Nuanced Account**

Management Bala Shankar, 2018-04-17 This book is a comprehensive practical guide for account managers, sales teams, and account leaders operating in the B2B space. It provides knowledge to excel in developing, growing, and retaining top accounts in local and global environments. With a nuanced version of account management that will potentially be a game changer, the book offers a personnel and process-based agenda that can create a competitive advantage on its own. 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. **CIM Coursebook: Delivering**

Customer Value through Marketing Ray Donnelly, 2010-09-08 Butterworth-Heinemann's CIM Coursebooks have been designed to match the syllabus and learning outcomes of our new qualifications and should be useful aids in helping students understand the complexities of marketing. The discussion and practical application of theories and concepts, with relevant examples and case studies, should help readers make immediate use of their knowledge and skills gained from the qualifications. Professor Keith Fletcher, Director of Education, The Chartered Institute of Marketing. Here in Dubai, we have used the Butterworth-Heinemann Coursebooks in their various forms since the very beginning and have found them most useful as a source of recommended reading material as well as examination preparation. Alun Epps, CIM Centre Coordinator, Dubai University College, United Arab Emirates. Butterworth-Heinemann's official CIM Coursebooks are the definitive companions to the CIM professional marketing qualifications. The only study materials to be endorsed by The Chartered

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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 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 Siemens Tesco Unilever Vodafone Wal Mart and Xerox Readers will learn how to think about managing global customers in the context of their overall global strategy develop effective global customer management programs overcome barriers to implementation and success build better relationships with important customers get the entire company to engage with managing global customers This book takes a strategic total business and not just sales approach to managing global customers It also takes a customer as well as a supplier perspective The book provides guidance on both strategy and implementation Yip and Bink s *Managing Global Customers* takes a systematic and logic driven approach yet provides many creative insights and practical advice *Managing Global Customers* highlights the rewards of taking a step beyond global account management to create a Global Customer Management approach integrating globally all aspects of the relationship between supplier and customer The book gives a framework that guides international companies in using their relationships with global customers to their full potential George Yip author of the widely praised *Total Global Strategy* and Audrey Bink tackle in depth one of the most important aspects of global strategy How to manage global customers *International Management in Service Firms* Dirk Klimkeit,Pengji Wang,Huiping Zhang,2024-05-22 This textbook examines how service firms manage their international operations For the first time it brings together insights from the fragmented literature on this subject into an accessible textbook Further it is unique in its focus on service firms internationalization and international management Beginning with an overview of the international environment in which service firms operate it subsequently describes multinational service firms and their internationalization processes strategies and organization Unlike most texts on international services the book goes beyond internationalization to address the ongoing management of service firms It not only addresses functions such as global service marketing financial management and human resource management but also discusses aspects such as global account management global service delivery and international project management as well as the topical issue of managing distributed virtual teams A dedicated chapter focuses on offshore shared services and business process outsourcing These chapters are complemented by a discussion on international corporate governance and corporate social

responsibility The book is intended for students preparing for international careers in the service sector Each chapter includes case studies illustrations highlighted definitions a chapter summary and exercises *Account-Based Growth* Bev Burgess,Tim Shercliff,2022-11-03 Develop long term relationships deliver market beating growth and create sustainable value with this pragmatic guide to aligning marketing sales customer success and your executives around your most 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 Telstra *Principles and Practice of Marketing* Jim Blythe,2013-11-05 When you think of marketing you may think of the adverts that pop up at the side of your screen or the billboards you see when you're out all those moments in the day when somebody is trying to grab your attention and sell you something Marketing is about advertising and communications in part but it's also about many other things which all aim to create value for customers from product research and innovation to after care service and maintaining relationships It's a rich and fascinating area of management waiting to be explored so welcome to Marketing Jim Blythe's *Principles and Practice of Marketing* will ease you into the complexities of Marketing to help you achieve success in your studies and get the best grade It provides plenty of engaging real life examples including brands you know such as Netflix and PayPal marketing is not just about products but services too Marketing changes as the world changes and this textbook is here to help keeping you up to speed on key topics such as digital technologies globalization and being green *The New Successful Large Account Management* Robert B. Miller,Stephen E. Heiman,Tad Tuleja,2006 With limited resources and increasing competition managing strategic accounts requires a focused strategy plan and process Developed collaboratively with world class sales forces the Large Account Management Process provides an enduring framework for protecting and growing your most important customer relationships Damon Jones COO Miller Heiman Inc The Large Account Management Process has implemented a discipline that allows people to work together and communicate setting strategies and sales goals that benefit both our customers and our own company Joseph L Cash senior vice president of sales Equifax Corporation Miller Heiman's Large Account Management Process delivers a disciplined process for gathering the information required to really understand the trends impacting our largest clients This critical information defines the strategies that provide long term customer value and drive consistently superior business results Paul Wichman vice president and senior division sales manager Schwab Institution The New Successful Large Account Management now in its third edition is thoroughly revised and updated and takes into consideration recent changes in the

industry This hard hitting and no nonsense book advises you how to best manage your most important business accounts The authors of the best selling books *The New Strategic Selling* and *The New Conceptual Selling* provide comprehensive and practical lessons that will help you to protect and improve your most crucial customer relationships By following their clearly defined and dynamic approach to the account planning process you will learn how to devise a strategic action plan to manage your key accounts manage them effectively and profitably build long term client relationships climb ahead of competitors and move your relationship up the buy sell hierarchy Whatever business you re in this excellent book shows you how to protect those crucial accounts that you can t afford to lose Global Organizations Rabi S. Bhagat,Annette S. McDevitt,B. Ram Baliga,2017-04-20 The 21st century is often characterized as the age of globalization with the world s economies becoming more and more interconnected at an unprecedented rate And while the phenomenon of globalization isn t necessarily new it has taken on a drastically different form since the 1980s competition amongst multinational and global organizations is more intense and non Western multinationals are now emerging as important players in the global economy Today professional managers need to reconcile the opportunities and challenges associated with the rapid growth of Asian Eastern European and Latin American countries To do so adopting what s called the global mindset is becoming an essential skill for managers within these global organizations The key advantages of developing a global mindset are many In *Global Organizations Challenges Opportunities and the Future* authors Rabi S Bhagat Annette S McDevitt and B Ram Baliga offers an insightful and comprehensive overview of the most important issues today for managers looking to develop and nurture their own global mindset for their company s future *Global Organizations* expertly provides readers with research and evidence based knowledge on the significance of developing a sophisticated global mindset regardless of national identity or geographic locale *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 **Customer Relationship Management** Francis Buttle,2009 This title presents an

holistic view of CRM arguing that its essence concerns basic business strategy developing and maintaining long term mutually beneficial relationships with strategically significant customers rather than the operational tools which achieve these aims

Successful Customer Relationship Management Programs and Technologies: Issues and Trends Eid, Riyadh, 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

Handbook on Research in Relationship Marketing Robert M. Morgan, Janet Turner Parish, George Deitz, 2015-01-30 The Handbook on Research in Relationship Marketing includes contributions from relationship marketing experts in business to business business to consumer global services technology and a variety of other contexts of practice Academics students a

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

Contemporary Selling Mark W. Johnston, Greg W. Marshall, 2013-08-15 Published in previous editions as Relationship Selling the latest edition of Mark Johnston and Greg Marshall s Contemporary Selling Building Relationships Creating Value continues to set the standard for the most up to date and student friendly selling textbook available anywhere today The latest edition incorporates a new chapter on social media and technology enabled selling as well as a new chapter on selling globally To support student engagement the book also features Expert Advice chapter openers showing how each chapter s sales concepts are applied in the real world In chapter Ethical Dilemmas that help students identify and handle effectively the numerous ethical issues that arise in selling Mini cases to help students understand and apply the principles they have learned in the classroom Role plays at the end of each chapter enabling students to learn by doing Special appendices on selling math and developing a professional sales proposal Video material available on the Companion Website featuring new content with sales experts discussing best sales practices from a recent PBS special on selling produced by Chally Group Worldwide Further resources for instructors and students are available at www.routledge.com/cw/johnston 9780415523509

Sales Management Kenneth Le Meunier-FitzHugh, Kieran Sheahan, 2023-06-02 Sales are the lifeblood of the business world and therefore an area of fundamental importance for scholarly research This concise book analyses current thoughts

and emerging practices in sales management research Organisations who are looking to increase revenues and add new customers to their portfolio will find it increasingly difficult to successfully do this without being aware of and adopting the appropriate adaptive sales processes Emergent themes such as agile sales management digital selling artificial intelligence and trust will be discussed in the book that also embraces the importance of customer relationship management and how salespeople are aligning their interactions with the marketing function The text will review recent research to identify how to grow and organise the sales pipeline manage hybrid sales teams and the effects of new technologies on selling processes These discussions will be helpful in highlighting issues and providing some solutions to practitioners who are operating in new environments This book will be invaluable to sales researchers as it summarises current knowledge about key sales and sales management topics and indicates possible future research directions Marketing Communication Allan J.

Kimmel,2005-11-17 Styles brings together leading authorities from both academia and the marketing industry to provide a comprehensive overview and analysis of the rapidly changing world of marketing communication in the 21st Century Containing a broad tableau of perspectives the book reflects the insights and experiences of academics and practitioners from both sides of the Atlantic With its timely and in depth focus on contemporary and evolving trends in marketing communication this book will be of interest to a diverse audience of academics students and marketing professionals Primarily intended as a supplemental reader for undergraduate graduate and MBA courses the focus on emerging developments in the field will also appeal to a broad range of researchers and marketing professionals *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

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