



Creating the Strategy: Winning and Keeping Customers in B2B Markets

By Rennie Gould

Kogan Page Ltd, United Kingdom, 2012. Paperback. Book Condition: New. 232 x 156 mm. Language: English . Brand New Book. Creating the Strategy is a practical guide that brings together the most important elements of business strategy, B2B marketing theory and sales management. Aimed at those wanting to structure their organizations around the winning and keeping of customers in B2B markets, the book introduces a number of unique and powerful methodologies proven in workshops conducted with clients such as Mercedes-Benz and AXA Insurance. It is structured around the Sales Business Performance Value Chain, a unique and integrated process that builds awareness and understanding of all factors impacting on sales and business performance, providing an important diagnostic tool. Whether you are working for a large organisation or a small company, Creating the Strategy will help you recognise and implement the key elements responsible for creating outstanding sales and business performance in B2B markets.



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