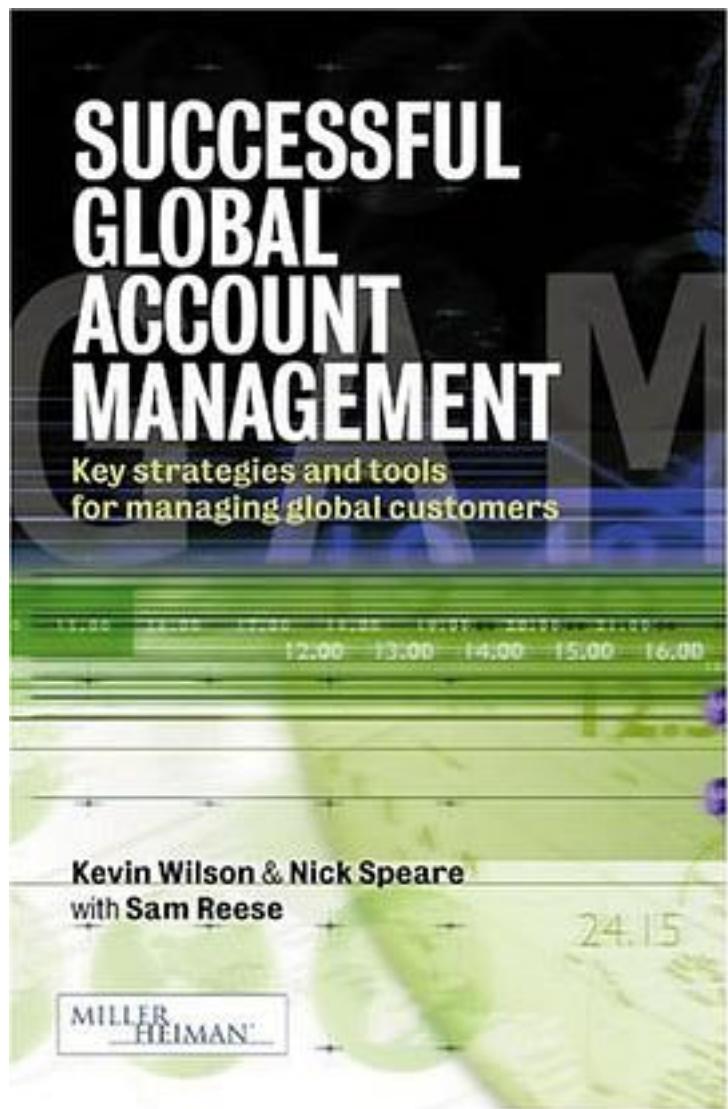


Successful Global Account Management



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While the concept of global account management (GAM) is not new, there are numerous differences (both subtle and overt) between it and the conventional management of overseas accounts. So what are they? How should we define GAM? And how can companies ensure that their global accounts are managed successfully? These are just some of the many key issues addressed in "Successful Global Account Management". Drawing on the findings of a number of international research projects, as well as their own experience as practitioners and consultants, the authors unravel the complexities of GAM. They introduce a wide range of case examples that clearly illustrate how many of the world's leading companies have addressed the challenges inherent in GAM. They also provide models, processes and implementation guidelines that will give any manager unique insights into all the major themes and issues directly related to achieving GAM effectiveness, including: What is global account management (GAM)?; What is a global account manager?; How to set up and manage a global program; Selecting and forging a global team; Negotiating global agreements; Managing global supply chains; Managing information and leveraging knowledge; Reconciling global/local interests; and Putting the GAM strategy into practice. The book aims to provide any manager responsible for implementing a GAM program with a range of tools for success. It also shows CEOs and senior management the strategic importance of GAM in relation to their organization's overall business objectives.

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