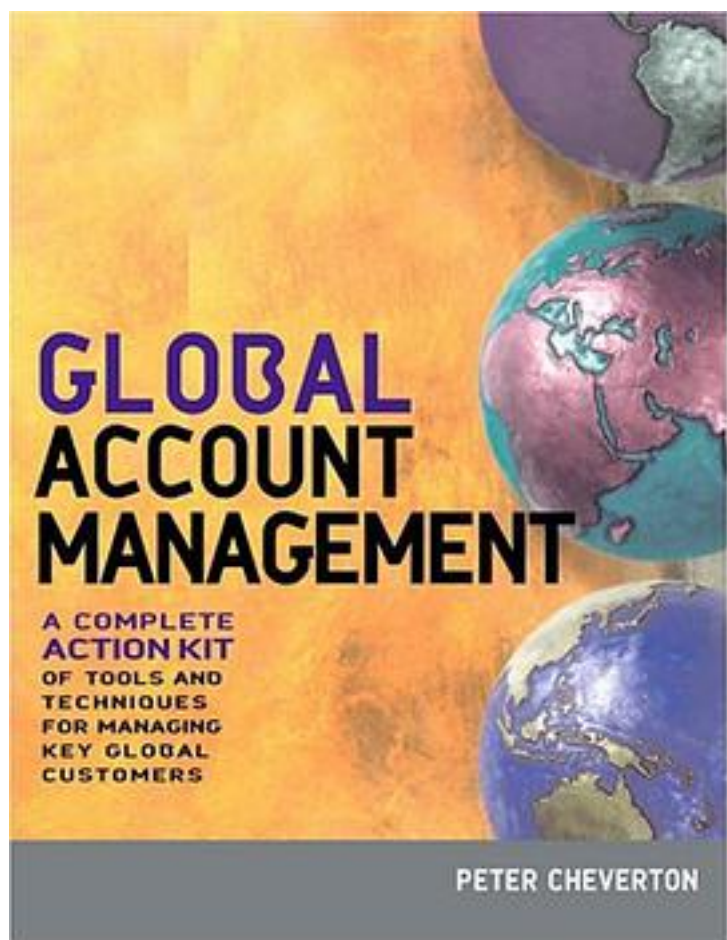


Global Account Management



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The aim of the book is to highlight the significant challenges of Global Account Management and to guide the reader through the process of decisions and actions required to make it a success. "Global Account Management" explores topics such as

the critical success factors; understanding the global buyer; understanding the customer's decision making process; making it happen - structure and the persuasive process; the Global Account Plan; and cultural diversity. The implications of making the wrong decisions are enormous - Global Account Management is about deciding the fate of relationships with major customers, committing a business to a series of significant investments and most importantly of all - securing the future success of a company.

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