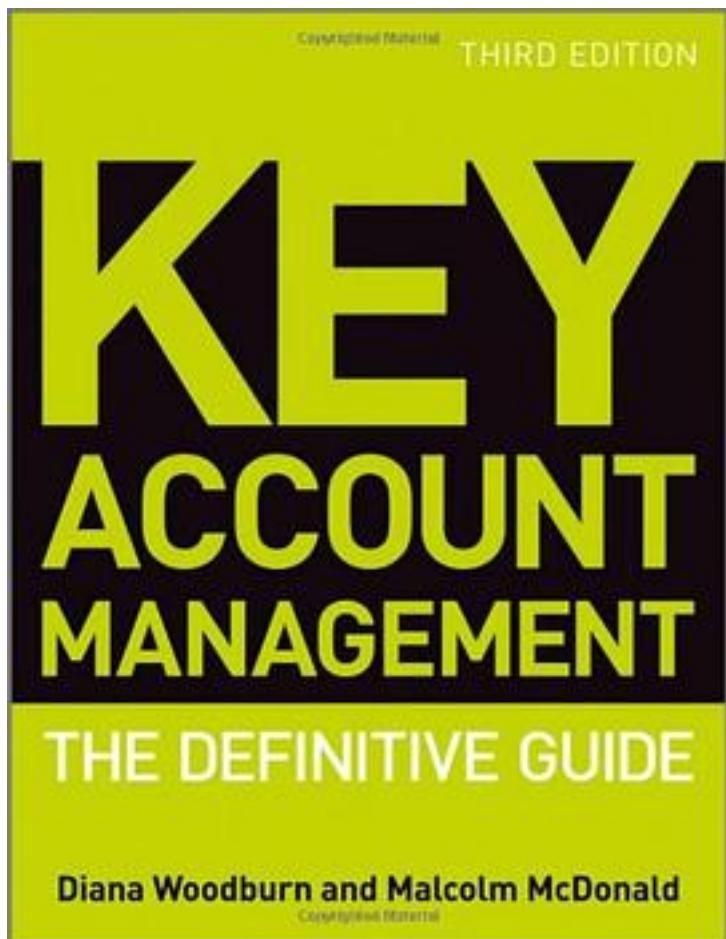


Key Account Management



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This work comes with a free CD-ROM containing key account selection software and planning tools. Any organization's key accounts are its lifeblood. This highly practical book puts forward a unique yet simple planning methodology for identifying,

obtaining, retaining and developing key customers. Completely updated and revised with lots of new material to reflect the latest best practice, this edition will reinforce its standing as the premier book on the subject. This is one of very few books to take the long-term, team-selling strategic view of Key Account Management (KAM). Apart from finding great resonance with business practitioners all over the world, "Key Account Management" has established itself on many academic reading lists. Translated into five languages, it was also short-listed for Business Book of the Year in Sweden (2002). This new edition features: lots of new case studies; several new chapters; significant updates on Selecting Key Customers, Key Account plans and the use of IT; a new and updated CD-ROM containing the Insight key account selection software and planning tools.

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