

SUCCESSFUL GLOBAL ACCOUNT MANAGEMENT

**Key strategies and tools
for managing global customers**

**Kevin Wilson & Nick Speare
with Sam Reese**

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Victor M. Corman

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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 Hennessy and Jean Pierre Jeannet redefine the process 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

Global Account Management Peter Cheverton,2008 An essential guide to supporting and servicing global accounts with insight into managing cultural diversity this text uses more than 100 case studies to help managers develop a realistic and practical approach

Global Marketing Kate Gillespie,K. Scott Swan,2021-09-30 Strategic comprehensive and concise the fifth edition of this popular textbook introduces students to the important concepts of global marketing today and their managerial implications Increasingly marketing activities must be integrated at a global level Yet the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences Global Marketing takes a strategic approach recognizing the need to address both the forces of globalization and those of localization Key updates include Extensive real life examples and cases from developed and emerging markets including Africa Latin America and the Middle East New topics such as digital distribution options the participation of customers and the rise of social media including Twitter Facebook and TikTok Updated exploration of often overlooked topics such as China's state owned enterprises the importance of diasporas as target markets the threat of transnational criminal organizations to legitimate marketers and new tensions among trading partners A stronger recognition of the need for a growth mindset value orientation and innovation Written in a student friendly style this fully updated new edition continues to be the textbook of

choice for students of global marketing **Managing Global Accounts** Noel Capon,Dave Potter,Fred Schindler,2006 Learn to effectively manage your global accounts from global account authorities With practical and proven insight for developing and maintaining a global account program MANAGING GLOBAL ACCOUNTS delivers invaluable tips for selecting global accounts developing line organization securing senior management commitment finding effective account managers demonstrating value optimizing the global account relationship and more

Marketing 1991-92 Sue C. Marsh,1990

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