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# SUCCESSFUL KEY ACCOUNT MANAGEMENT IN A WEEK: BE A BRILLIANT KEY ACCOUNT MANAGER IN SEVEN SIMPLE STEPS (PAPERBACK)



Hodder Stoughton General Division, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. Key account management just got easier This little book is a real gem Professor Malcolm McDonald Key account management is increasingly important and must keep pace with its customers as they continually develop and evolve, often resulting in increasingly sophisticated buying structures. The key account manager therefore requires a wide variety of skills in order to be successful; this is not only an important job...

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- Authored by Grant Stewart
- Released at 2016



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