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MBA Marketing Malcolm McDonald,Ailsa Kolsaker,2017-09-16 This book covers all of the core topics in marketing and is written and designed specifically for the needs of MBA students Assuming no prior knowledge this text covers the basics before quickly moving on to explore more advanced issues and concepts It is strongly grounded in theory and linked to best practice and is the ideal MBA course text

How Come You Can't Identify Your Key Customers? Peter Cheverton,2005-09-03 Key account management KAM is not a sales initiative it is a business wide process that must be managed and supported from the top This handbook is designed for all those involved in the management of key accounts but who are uncertain about how these important customers are identified selected and managed Peter Cheverton shows how to achieve the core objectives of KAM retain existing customers in a competitive environment grow through acquiring new long term contracts achieve global preferred supplier status manage customers serviced by several departments in a consistent way create a customer intimate business and achieve operational excellence According to Cheverton the purpose of KAM is managing the future achieving a realistic balance between objectives the market opportunity and the resources available Global cases tools techniques and exercises are all included

How Come Your Marketing Plans Aren't Working? Malcolm McDonald,2002 With more than a quarter million copies sold world wide of his acclaimed book Marketing Plans Malcolm McDonald is in a unique position to write this his first quick fix guide for busy practitioners who need results now He has pared down the detailed advice originally found

in his 500 page tome to give readers a concise guide to the essentials of what makes a plan work He sets a challenge for readers to test their own understanding with a series of exercises and looks at the problems of marketing planning the common obstacles and advises on how to overcome them This is a little book with big ambition to help managers help themselves to deliver marketing plans that deliver results Contents include understanding marketing planning how marketing planning fits with corporate planning the marketing planning process and its output the plan defining markets and segments prior to planning and lots more Copyright Libri GmbH All rights reserved **Malcolm McDonald on Marketing Planning** Malcolm McDonald,2007-11-03 As a busy marketing professional or student you ll find that this information crammed guide to marketing planning is perfect for you Snappy and succinct Malcolm McDonald on Marketing Planning will help you appreciate the benefits of rigorous marketing planning and will guide you through the production of a marketing plan made to work in the real world With the emphasis on practicality this book covers the essentials of marketing planning and the strategic marketing process Key content includes defining markets and segments setting marketing objectives and strategies advertising and sales promotion strategies and price and sales strategies With test questions at the end of each chapter to aid understanding this really is the essential guide to marketing planning Written by the world class authority on marketing plans this book is perfect for any busy marketing professional who needs a short sharp revision of their planning skills or a handy guide to put their plans on the right track straight away **Technological Trends in the AI Economy** Elena N. Makarenko,Natalia G. Vovchenko,Evgeny N. Tishchenko,2023-03-03 This book is devoted to the study of artificial intelligence from a new perspective not just a technology but a social institution with complex social connections and relationships The book systematically highlights technological trends of the artificial intelligence economy and considers all the components of its cascade effect with an overview of international experience and substantiation of promising ways of adapting to the modern stage of technological transit of economic systems The cascade effect is understood as a chain of interdependent events that are triggered as artificial intelligence takes root in society and the economy Among the technological trends current areas of the practical application of artificial intelligence highlighted in the book are smart homes digital regions the use of artificial intelligence to ensure cybersecurity as well as the optimization of business processes based on artificial intelligence The book interprets the economics of artificial intelligence as a result of the transition to a digital technological order A review of modern experience and regulatory perspectives of the institutionalization of the artificial intelligence economy is carried out The legal framework for combating cyber threats in the artificial intelligence economy has been determined The promising frameworks for using artificial intelligence in various branches of industry are presented The book provides practical examples case studies and proposed frameworks for using AI in various sectors of the economy which allows using the book as a practical guide to managing the artificial intelligence economy Key Account Rock Stars Marc Pettersson,2024-05-09 Key Account Rock Stars Raising Your Volume by Lowering

Your Decibels brings fresh new thoughts to the topic of Key Account Management This book reveals the secrets of how to successfully engage with customers and how to become organizationally savvy plus practical tools for succeeding on the job It is written for the practitioner and takes readers through the soft sides of the job which is exactly what is needed to succeed and achieve career fulfillment Account managers must keep the relationship fresh with creative ways to add value to the customers so customers remain genuinely satisfied with the relationship Losing a customer will always be a burden on the individual Key Account Manager whatever the reason for the loss Readers will Gain awareness of what a good customer relationship looks like Learn tools to solve issues and improve ways of working And most importantly learn how to succeed as a Key Account Manager Remember the importance of customer centricity is higher than ever The decade long transition of the economy away from production towards services and the need to differentiate from the competition will certainly continue A company today that fails to engage with the customers will not succeed the era of making a good product and trusting it to sell itself is long gone

Key Account Management Peter Cheverton,1999 Key Account Management KAM is central to any company s sales and marketing strategy This practical handbook puts forward a planning methodology for identifying obtaining retaining and developing key customers It contains examples techniques diagrams action points and checklists

Customer-Centric Marketing Strategies: Tools for Building Organizational Performance Kaufmann, Hans-Ruediger,2012-11-30 As customer orientation continues to gain importance in the marketing field there has been a growing concern for organizations to implement effective customer centric policies Customer Centric Marketing Strategies Tools for Building Organizational Performance provides a more conceptual understanding on customer centric marketing strategies as well as revealing the success factors of these concepts This book will discuss how to improve the organization s financial and marketing performance

Journal of Economic Literature ,2004 Key Account Management Im Mittelstand Hartmut Sieck,2004 Aufgrund der Ver nderungen am Markt stehen heute zahlreiche vor allem mittelst ndische Unternehmen vor der Herausforderung Key Account Management einzuf hren Im Gegensatz zu anderen B chern zum Thema liegt bei Hartmut Sieck der Schwerpunkt auf dem Einf hrungsprozess Anhand von aktuellen Beispielen aus der Wirtschaft zeigt Hartmut Sieck in seinem sehr praktischen Buch genau wie Key Account Management in einem Unternehmen in nur 180 Tagen eingef hrt werden kann

Key Account Management in Financial Services Peter Cheverton,2004 Peter Cheverton s Key Account Management 3rd edition 2004 has established itself as the leading book on the subject The idea for this new book was prompted by the huge up take for his KAM Masterclass seminars and workshops from sales and marketing people in FS companies all over the world It follows a similar structure to the original book but offers specific advice on marketing and selling financial products with real world examples and case studies from FS companies around the globe Compiled from original in depth research and interviews the book is divided into seven parts and is designed to take the reader through the process of understanding analysis planning implementation and performance monitoring so it can be used

as a before during and after guide to practical implementation With areas covered such as the changing environment in financial services the buying process competitor replacement strategies identifying key accounts meeting the customer s needs E commerce and the Internet and management of non key accounts this book is a must have for anyone working or studying in this field

Biological Hazards in Food Maria Schirone,Pierina Visciano,Rosanna Tofalo,Giovanna Suzzi,2017-03-07 The ingestion of food containing pathogenic microorganisms i e bacteria and their toxins fungi viruses and parasites can cause food borne diseases in humans A growing number of emerging pathogens changes of virulence of known pathogens and appearance of antibiotic resistance has recently exposed consumers to a major risk of illness Also infected people and the environment can spread microorganisms on raw or processed food Outbreaks of food borne diseases are often unrecognized unreported or not investigated and particularly in developing countries their agents and sources are mostly unknown Surveillance and analytical methods aiming at their detection are to be hoped as well as good strategies to struggle against these threats This E book is subdivided in chapters regarding to pathogenic and spoiling microorganisms chemical hazards produced by biological agents and food safety management systems

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