

1. Record Nr.	UNINA9910454488503321
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Titolo	Strategic customer management [[electronic resource]] : strategizing the sales organization / / Nigel F. Piercy and Nikala Lane
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, 2009
ISBN	1-282-05331-0 9786612053313 0-19-156764-7
Descrizione fisica	1 online resource (338 p.)
Altri autori (Persone)	LaneNikala
Disciplina	658.8/12
Soggetti	Customer relations - Management Customer services Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; List of Figures and Table; About the Authors; What the Experts Say About Strategic Customer Management; Part I: Making the Case; 1. Introduction: Is Sales the New Marketing?; Part II: Making the Sales Organization Strategic; 2. Involvement: Putting Sales Back into Strategy; 3. Intelligence: You Are What You Know; 4. Integration: Getting Your Act Together Around Customer Value; 5. Internal Marketing: Selling the Customer to the Company; 6. Infrastructure: Aligning Sales Process and Structure with Business Strategy; Part III: Meeting Broader Challenges Yet 7. Inspiration: Filling the Leadership Gap8. Influence: The Power to Change Things; 9. Integrity: The Challenge of Corporate Responsibility and Ethics That Matter to Customers; 10. International: Looking Beyond National Boundaries Because Customers Do; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; X
Sommario/riassunto	A revolution is taking place in the way companies organize and manage the 'front-end' of their organization, where it meets its customers. This book aims to provide insights into how this revolution is unfolding and to provide a framework for executives and management students to address the issues involved. - ;A revolution is taking place in the way

companies organize and manage the 'front-end' of their organization, where it meets its customers. Traditional concepts of sales management, account management, and customer service are being overtaken by initiatives like customer business develop
