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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
