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Autore	Cheverton Peter
Titolo	Understanding the professional buyer [[electronic resource]] : what every sales professional should know about how the modern buyer thinks and behaves / / Peter Cheverton, Jan Paul van der Velde
Pubbl/distr/stampa	London ; ; Philadelphia, : Kogan Page, 2010
ISBN	1-282-93777-4 9786612937774 0-7494-6147-0
Descrizione fisica	1 online resource (208 p.)
Altri autori (Persone)	VeldeJan Paul van der
Disciplina	658.8/04
Soggetti	Purchasing Selling Selling - Psychological aspects 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; Preface; About the authors; Acknowledgements; 01 Terminology; 02 Purchasing developments: what has changed; 03 The importance of purchasing for a company; 04 Purchasing processes; 05 Purchasing strategy; 06 Purchasing organizations; 07 Buyers: types, motivations and rewards; 08 Purchasing analysis; 09 The negotiation game; 10 Price management: managing the buyer; 11 The purchasing agenda; 12 Buying and selling relationships; 13 Summary and conclusions; Getting further help; Index
Sommario/riassunto	Understanding the Professional Buyer is a practical guide for sales professionals. Providing insight into the behaviour and strategies of buyers it Includes guidance on; motivations and rewards, purchasing analysis and negotiation.

2. Record Nr.	UNISA996385459503316
Titolo	To the Kings most excellent majesty [[electronic resource]] : the humble petition and address of the Lord Mayor, Aldermen, and commons of the city of London
Pubbl/distr/stampa	London, : Printed for Francis Smith ..., 1680
Descrizione fisica	1 sheet ([1] p.)
Altri autori (Persone)	Charles, King of England, <1630-1685.>
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Formato	Materiale a stampa
Livello bibliografico	Monografia