

1. Record Nr.	UNINA9910461607003321
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Titolo	Revenue disruption [[electronic resource]] : game-changing sales and marketing strategies to accelerate growth / / Phil Fernandez
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2012
ISBN	1-280-59272-9 9786613622556 1-118-33189-3 1-118-33412-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (242 p.)
Disciplina	658.8 658.8/02 658.802
Soggetti	Marketing Purchasing 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	It's the buyer, stupid -- The selling cry of the lonely hunter -- Before and after mad men : a brief history of marketing -- Demand generation emerges.
Sommario/riassunto	Strategies for any company to transform its sales and marketing efforts in a way that truly accelerates revenue growth Revenue Disruption delivers bold new strategies to transform corporate revenue performance and ignite outsized revenue growth. Today's predominant sales and marketing model is at best obsolete and at worst totally dysfunctional. This book offers a completely new operating methodology based on a sales and marketing approach that recognizes the global technological, cultural, and media changes that have forever transformed the process of buying and selling. The dysfunc