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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 dysfunct