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| 1. Record Nr. | UNINA9910701050503321 |
| Titolo | An examination of commercial aviation accidents and incidents related to integrated vehicle health management [[electronic resource] /] / Mary S. Reveley ... [and others] |
| Pubbl/distr/stampa | Cleveland, Ohio : , : National Aeronautics and Space Administration, Glenn Research Center, , [2011] |
| Descrizione fisica | 1 online resource (14 pages) |
| Collana | NASA/TM ; ; 2011-217023 |
| Altri autori (Persone) | ReveleyMary S |
| Soggetti | Aircraft accidents Commercial aircraft Systems health monitoring Flight safety Avionics Aircraft maintenance |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Title from title screen (viewed on Mar. 28, 2012). "June 2011." "Prepared for the 9th AIAA Aviation Technology, Integration, and Operations Conference (ATIO) sponsored by the American Institute of Aeronautics and Astronautics Hilton Head, South Carolina, September 21-23, 2009." "AIAA-2009-7124." |
| Nota di bibliografia | Includes bibliographical references (page 14). |

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|-------------------------|---|
| 2. Record Nr. | UNINA9910830467803321 |
| Autore | Rogers Beth <1957-> |
| Titolo | Rethinking sales management [[electronic resource]] : a strategic guide for practitioners // Beth Rogers |
| Pubbl/distr/stampa | Hoboken, NJ, : John Wiley & Sons Inc., c2007 |
| ISBN | 1-119-99551-5 1-119-20869-6 1-281-84039-4 9786611840396 0-470-51697-6 |
| Descrizione fisica | 1 online resource (315 p.) |
| Disciplina | 658.8/1 658.81 |
| Soggetti | Sales management Selling |
| 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 | Rethinking Sales Management; Contents; Foreword; Acknowledgments; About the author; Introduction; PART I: Strategy; 1: The big picture; 2: The purchaser's view; 3: The B2B relationship development box; PART II: Using the Relationship Development Box; 4: Strategic relationships; 5: Prospective relationships; 6: Tactical relationships: the power of low touch; 7: Cooperative relationships; 8: The end of relationships; PART III: Strategic Focus for 21st-Century Sales Management; 9: Reputation management; 10: Working with marketing; 11: Leadership; 12: Process management; Bibliography; Index |
| Sommario/riassunto | Until recently, sales managers received no specific training for their jobs. However, selling has become more complex with the emergence of regulations and more sophisticated customers. Sales managers need to inspire and achieve sales results by managing teams of professionals and other resources. To do so, they need guidance on dealing with issues that arise in these broader aspects of their role. This concise guide for sales managers is based on a well-known sales management technique called the 'customer portfolio matrix'. Beth Rogers weaves |

her version of this throughout, enabling sales
