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| Autore | Fernandez Phil <1960-> |
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| Descrizione fisica | 1 online resource (242 p.) |
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| Soggetti | Marketing Purchasing |
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| 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 dysfunct |