

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910812227803321 |
| Autore | Mills Harry <1950-> |
| Titolo | The rainmaker's toolkit : power strategies for finding, keeping, and growing profitable clients // Harry Mills |
| Pubbl/distr/stampa | New York, : American Management Association, c2004 |
| ISBN | 0-8144-1321-8 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (301 p.) |
| Disciplina | 658.8 |
| Soggetti | Relationship marketing |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Bibliographic Level Mode of Issuance: Monograph |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Intro -- CONTENTS -- LIST OF EXHIBITS -- INTRODUCTION -- PART ONE THE MARKETING CHALLENGE -- PART TWO BREAKTHROUGH MARKETING SOLUTIONS The 8Rs of Client Relationship Marketing -- APPENDIX 1 Exploiting the Internet -- NOTES -- INDEX -- ABOUT THE AUTHOR. |
| Sommario/riassunto | The Rainmaker's Toolkit gives readers the tools, techniques, and strategies to help win and close bigger deals, helping them dramatically increase the odds of success and sustain that success from year to year. Packed with more than 80 reproduceable tools and templates, this book shows how to find the gold hidden within every company. |