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Titolo	The behavioral advantage : what the smartest, most successful companies do differently to win in the B2B arena // Terry R. Bacon and David G. Pugh
Pubbl/distr/stampa	New York, : AMACOM, c2004
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Edizione	[1st edition]
Descrizione fisica	xi, 308 p. : ill
Altri autori (Persone)	PughDavid G <1944-> (David George)
Disciplina	658/.001/9
Soggetti	Organizational behavior Organizational effectiveness Strategic planning Selling - Psychological aspects Customer relations Industrial management
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	The death of selling -- The changing world of buying and selling -- The chemistry of preference -- Checkmate! : how business development is like chess -- Opening game : conditioning the market -- Middle game : conditioning the customer -- Middle game : building a powerful position -- Late middle game positioning -- End game : conditioning the deal -- Creating a behavioral differentiation strategy -- We are finding it increasingly difficult.
Sommario/riassunto	In their book Winning Behavior, Terry Bacon and David Pugh showed how great companies outperform good ones through "behavioral differentiation" -- going beyond superior products and dependable service to connect with customers at every touchpoint. The Behavioral Advantage broadens the concept, applying behavioral differentiation to the business-to-business arena. The best B2B companies depend on a multifront approach to business interaction, and The Behavioral Advantage reveals the secrets behind what is essentially a chess game with competitors. To win the game, companies must develop a carefully plotted opening game, with all internal values, policies, practices, and

behaviors fully aligned. A smart and efficient middle game lets the company build and strengthen its position, and the endgame assures victory and lays the groundwork for future business. Just as individual customers do, B2B customers remember those companies whose behavior consistently and significantly outshines even strong competitors. These firms create a lasting advantage -- and reap the profits that come with it.
