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Nota di contenuto	Intro -- Contents -- List of Figures and Table -- About the Authors -- What the Experts Say About Strategic Customer Management -- Part I: Making the Case -- 1. Introduction: Is Sales the New Marketing? -- Appendix 1.1 Diagnosing the Changing Salesforce Role -- Part II: Making the Sales Organization Strategic -- 2. Involvement: Putting Sales Back into Strategy -- 3. Intelligence: You Are What You Know -- 4. Integration: Getting Your Act Together Around Customer Value -- Appendix 4.1 Mapping Cross-functional Relationships -- 5. Internal Marketing: Selling the Customer to the Company -- 6. Infrastructure: Aligning Sales Process and Structure with Business Strategy -- Part III: Meeting Broader Challenges Yet -- 7. Inspiration: Filling the Leadership Gap -- 8. Influence: The Power to Change Things -- 9. Integrity: The Challenge of Corporate Responsibility and Ethics That Matter to Customers -- 10. International: Looking Beyond National Boundaries Because Customers Do -- Appendix 10.1 How Strategic is Your Sales Organization? -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- X.
Sommario/riassunto	A revolution is taking place in the way companies organize and manage the 'front-end' of their organization, where it meets its customers. This

book aims to provide insights into how this revolution is unfolding and to provide a framework for executives and management students to address the issues involved.

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