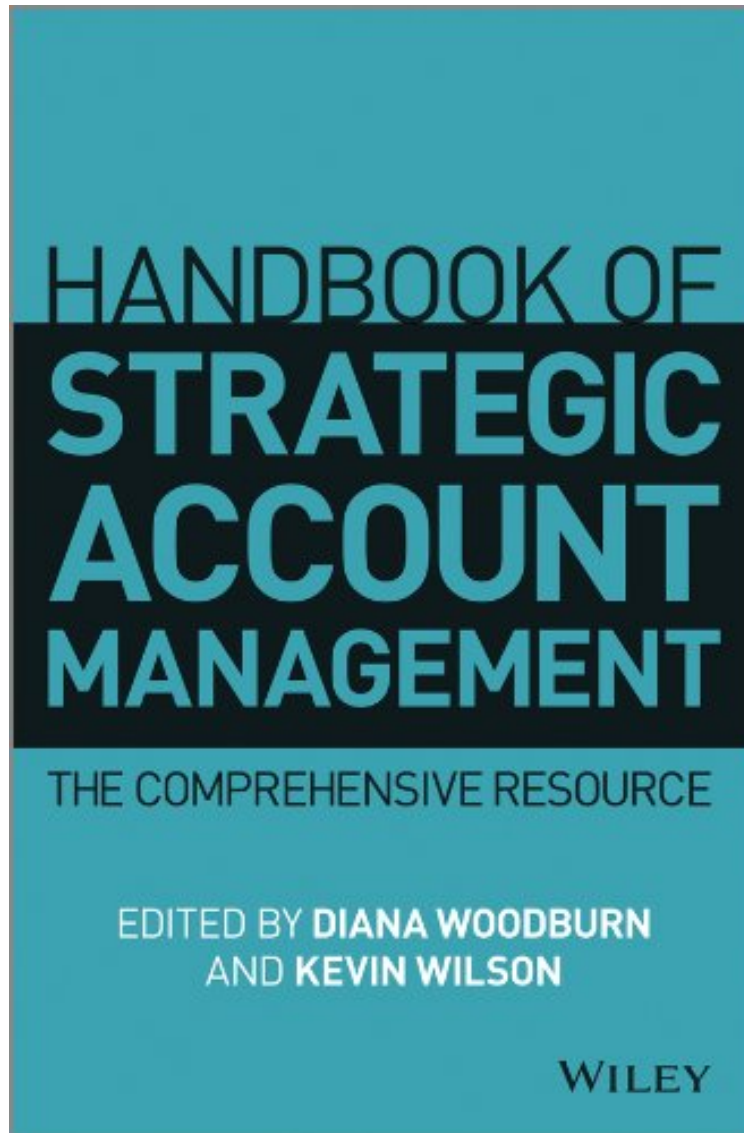


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Handbook of Strategic Account Management: A Comprehensive Resource

Diana Woodburn, Kevin Wilson
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A compilation of the established knowledge in strategic account management While companies and academics expend tremendous effort on mass marketing, they often overlook their immediate customers (which are critical in both senses) and hence the importance of strategic account management (SAM). This handbook is a compilation of papers that present researched knowledge of SAM across the academic community which fills a void in the existing academic literature. Handbook of Strategic Account Management identifies drivers of the SAM approach, key issues and success factors, operational needs and areas still awaiting exploration. Each paper includes an overall referenced summary of the tenets of SAM relevant to the area it reports, and together with the combined list of references, it creates an indispensable resource for academic readers, students, and researchers. Handbook of Strategic Account Management is written by over 40 knowledgeable experts with substantial experience of SAM from teaching, researching, writing and advising companies on why and how it works, spread widely across Europe and the US. It represents the balanced, researched body of knowledge in SAM and will be an invaluable resource to anyone exploring the approach, whether for a student thesis, for original research or for answers on how to approach SAM as a company initiative. "Today's strategic, key and global account management professionals owe thanks to a small community of academic researchers who, over the past three decades have been pioneers in identifying, cataloguing and analyzing the selling and business management practices of an emerging profession we now call strategic account management. This Handbook is an important milestone to mark SAM's still evolving impact on corporate business strategies and its ever-increasing relevance as a proven engine for growth in business-to-business strategic customer relationships." Bernard Quancard, President CEO of SAMA (US-based Strategic Account Management Association with over 3,000 members worldwide) Yana Atanasova

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Audrey Bink

Ove

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From the Inside Flap Today's strategic, key and global account management professionals owe thanks to a small community of academic researchers who, over the past three decades, have been pioneers in identifying, cataloguing and analyzing the selling and business management practices of an emerging profession we now call strategic account management. This Handbook is an important milestone to mark SAM's still-evolving impact on corporate business strategies and its ever-increasing relevance as a proven engine for growth in business-to-business strategic customer relationships. Bernard Quancard, President CEO, Strategic Account Management Association Key strategic account management is challenging, but when properly implemented, it can deliver significant benefits to both a company and its customers. This Handbook draws together the existing body of knowledge on the subject and makes it accessible so we can apply the concepts with confidence. It's going to be a very valuable resource for practitioners as well as academics. Henrik Hauggaard, Vice President Sales Management, Tetra Pak International This book is a vital source of insight and ideas in a key area for management. Professor David Ford, Emeritus Professor of Marketing at Bath University, Affiliate Professor at KEDGE Business School, Bordeaux and longtime member of the IMP (Industrial Marketing and Purchasing) Group From the Back Cover Strategic account management (SAM) is a difficult, fascinating, highly topical and enduring field that has so far attracted the attention and interest of a limited number of academics, much less than

it deserves. It is a distinctive and important domain of business that needs to have a place in the mind of academics as substantial as the attention it attracts in companies. Some academics claim that key strategic account management (KSAM) is just part of relationship marketing, and while it owes a great deal to that stream of thinking, there is much that is different: lumping them together is very misleading. At the same time, sales research literature contributes some valuable ideas to KSAM, but that generally assumes a substantial quantity of unconnected customers and opportunities: it is quite the reverse in KSAM, where opportunities are far fewer, bigger, wide-reaching, linked to the past and the future, critical, and often demanding of significant change in the suppliers' business. Also intrinsic to KSAM is its impact on the internal organisation and the rest of the company, to which neither relationship marketing nor sales research gives much consideration. The Handbook of Strategic Account Management is a unique and comprehensive collection of the current body of knowledge in KSAM that gives the most up-to-date and complete review of established knowledge in the field, while separating genuine knowledge from opinion and myth. The book will prove to be an invaluable resource for students, lecturers and researchers in strategic account management, as well as serious practitioners.

About the Author Diana Woodburn researches, writes, teaches and consults in Key/Strategic Account Management. She started exploring the subject in 1997, and in 1998 she set up Cranfield's KAM Best Practice Club with Professor Malcolm McDonald, with whom she wrote Key Account Management: The Definitive Guide (3rd edition 2011). She has taught thousands of key account managers and directors about KSAM and developed much of the teaching material used in the subject. Her prior career in marketing covered a wide range of sectors and continents.

Kevin Wilson is a Professor of Marketing at Kedge Business School in Bordeaux where he holds the Chair of Selling and Client Relationships. He is a researcher, writer and presenter of over twenty years standing in the field of strategic account management, a past board member of the Strategic Account Management Association (SAMA) and a founder of the Sales Research Trust. He has published over 70 academic and practitioner articles and two books on the subject, Harnessing Global Potential for SAMA (2000) and Successful Global Account Management Wiley, (2002).

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