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The Five Keys to Powerful Business Relationships: How to Become More Productive, Effective and Influential

By Sallie Sherman, Joseph Sperry, Steve Vucelich

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Five Keys to Powerful Business Relationships: How to Become More Productive, Effective and Influential, Sallie Sherman, Joseph Sperry, Steve Vucelich, What's your most valuable corporate asset? Business Relationships. "Five Keys to Powerful Business Relationships goes beyond the usual bonhomie, grip-and-grin, back slapping .dimension of business relationships. This book outlines a fresh, more systematic perspective to an area usually thought of as the 'soft' side of business." (From the Foreword by Bradley J. Mitchell, former Chief Commercial Officer, AccuWeather). Whatever business you're in, success often depends on relationships - whether the relationship is between two team members, among several divisions of a corporation, or when it spans a large network of suppliers and customers. For almost three decades Sallie Sherman, Joseph Sperry and, more recently, Steve Vucelich have been helping companies increase revenues, reduce costs, and lower risk by helping firms optimize their B2B relationships. Five Keys to Powerful Business Relationships is a game-changing guide that will help you leverage every critical relationship in your organization for greater success. The authors combine their knowledge and experience to show you how to get maximum value from virtually every relationship-both internal and...



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Reviews

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