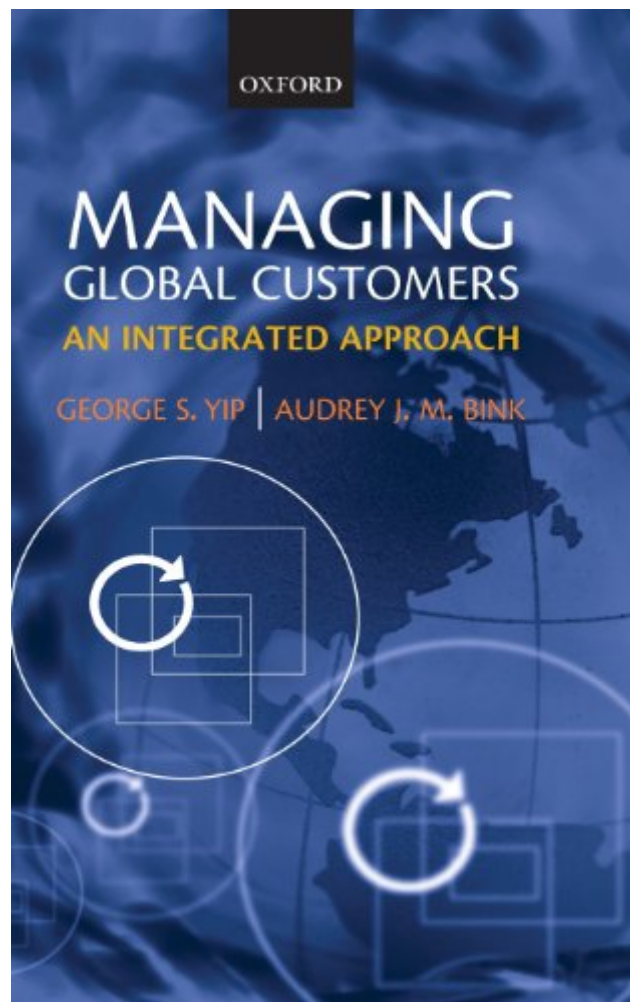


Managing Global Customers: An Integrated Approach PDF



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Managing Global Customers: An Integrated Approach by George S. Yip, Audrey J.M. Bink ISBN 019922983X

Multinational companies need to manage their relationships with multinational customers with a globally integrated approach. This book provides a systematic framework for developing and implementing such global customer management programs. It draws on in-depth research at over 20 major U.S. and European multinational companies, such as ABB, Bechtel, BP, Bosch, British Airways, Carrefour, Daimler-Chrysler, Hewlett-Packard, HSBC, IBM, Schlumberger, Shell, Siemens, Tesco, Unilever, Vodafone, Wal-Mart, and Xerox.

Readers will learn how to

- think about managing global customers in the context of their overall global strategy
- develop effective global customer management programs
- overcome barriers to implementation and success
- build better relationships with important customers
- get the entire company to engage with managing global customers

This book takes a strategic, total business, and not just sales approach to managing global customers. It also takes a customer as well as a supplier perspective. The book provides guidance on both strategy and implementation. Yip and Bink's *Managing Global Customers* takes a systematic and logic driven approach, yet provides many creative insights and practical advice.

Managing Global Customers highlights the rewards of taking a step beyond global account management to create a Global Customer Management approach, integrating globally all aspects of the relationship between supplier and customer. The book gives a framework that guides international companies in using their relationships with global customers to their full potential.

George Yip, author of the widely-praised *Total Global Strategy*, and Audrey Bink tackle in-depth one of the most important aspects of global strategy: How to manage global customers.

Managing Global Customers: An Integrated Approach Review

This Managing Global Customers: An Integrated Approach book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Managing Global Customers: An Integrated Approach without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Managing Global Customers: An Integrated Approach can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Managing Global Customers: An Integrated Approach having great arrangement in word and layout, so you will not really feel uninterested in reading.