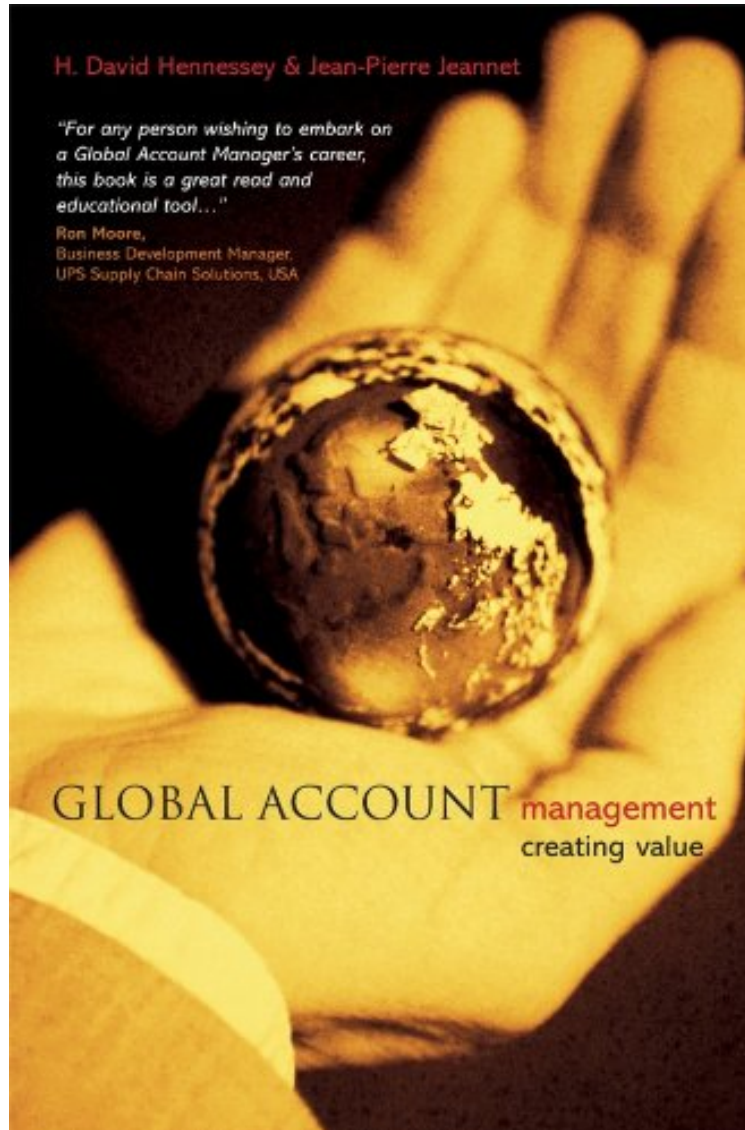


(Ebook pdf) Global Account Management: Creating Value

Global Account Management: Creating Value

H. David Hennessey, Jean-Pierre Jeannet
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#2723491 in eBooks 2007-12-10 2007-12-10 File Name: B001CHKC76 | File size: 15.Mb

H. David Hennessey, Jean-Pierre Jeannet : Global Account Management: Creating Value before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Account Management: Creating Value:

0 of 0 people found the following review helpful. Worth The time money investmentBy Q the readerGreat book. Lot of good content. I would say it is for some advanced level GAMs, because some of the concepts have not been explained in detail so you have to work your way through it plus there is a bit a repetition.A good book for me is if it can give me 5 new things, this one gives you more than that. So definitely recommended.0 of 0 people found the following review helpful. Illustrates how Global Account Management is about more than just sellingBy SVP

Sales This is a wonderful book. I completely disagree with the previous reviewer. This book illustrates that Global Account Management is about much more than selling to a handful of Key Accounts, but rather how effective Global Account Management is a critical component in any successful company's global strategy. Global Account Management impacts many more individuals than just Account Directors, rather this book illustrates the needs for companies to have an effective strategy for account management that includes sales, support, marketing, logistics, accounting, etc. The examples are poignant and relevant and very credible. I have and will continue to recommend this book to my peers. One of the following reviews found the following review helpful. Where is the value? By Global Citizen This book was written by and for academics. Many of the examples are taken from one source in a company and show how real insight into creating value.

If you buy a new BMW you may be surprised as much by the owner's manual as by the car itself. Thin, personalized, and containing information only on the features you have selected in the language you speak, it is the result of a year's collaboration with Xerox that has radically improved the product and decimated costs. It is just one example of the new organizational structures and processes being developed at leading companies to serve the global marketplace. As firms realize that dealing with global customers is not simply an extension of key account management, their most common response is to launch a formal global account management initiative. Done well this is powerful and effective; however without proper planning it can spell disaster. Drawing on widely accepted 'key success factors' for global account management as well as new elements revealed by their research, David Hennessey and Jean-Pierre Jeannet redefine the process of global account management around the premise that sustainable value springs only from an expert understanding of the customer's industry, its structure and its strategy. The book covers all critical aspects of the topic (the planning process, account selection, team building, executive support, global IT requirements, compensation structures and more) and draws on interviews with top global account managers at leading companies including IBM, Cable and Wireless, Siemens, HP, Guinness, Cisco, and Procter Gamble.

From the Inside Flap David Hennessey and Jean-Pierre Jeannet are linked to prestigious management schools and have taught a number of executive programs focused on developing global strategy for specific customers. Recently there has been a demand from these companies for executive programs focused solely on how to effectively understand and service global accounts. Around 20 of the top executives worldwide who run successful global account programs have been interviewed to provide up to the minute practical information on this topic. From the Back Cover The globalisation of many industries has created a unique opportunity to interact with a client on a coordinated global basis. Traditional markets are saturated, industries have consolidated, customer bases are shrinking, and purchasing processes are changing. Many companies are faced with handling large global customers, and this requires special expertise, systems and organizational alignment to ensure a long-term supplier-buyer relationship. The practice of global account management (GAM) requires the development of a new structure, which is needed to support the global account manager. Companies are struggling with the components of this new structure as well as with GAM's role providing additional value for the global account, which could not be provided effectively at the local level. Supported by case studies and interviews, this book examines the key aspects of developing and managing global customers. About the Author Dr. H. David Hennessey is currently an Associate Professor of Marketing and International Business at Babson College, Wellesley, MA, USA. He is an Associate of Ashridge, UK, and has taught at IMD, Lausanne, Switzerland. Prior to this he was the Director of Marketing at Interpace Corporation and worked as the Market Analyst at American Can Company. He previously consulted for ATT, ICI, Jardine Matheson, Compaq, Philips, DSM, and Ansell Edmont. His previous publications include: *Global Marketing: Strategy and Cases*, 5th Edition (2001), and *How to Write a Marketing Plan*, 3rd Edition (1998). Dr. Jean-Pierre Jeannet is currently the F.W. Olin Distinguished Professor of Global Business and Director of the William F. Glavin Center for Global Management at Babson College, Wellesley, MA, USA. He also has a dual appointment as Professor of Global Marketing and Strategy also at IMD, Lausanne, Switzerland. He previously worked in banking in Switzerland and New York and has been an active consultant with many international firms such as AVEBE, Coutts, Deloitte Touch Tohmatsu, DSM, Huntsman Chemicals, ICI, Lego, Nokia, Polaroid, Serono, Siemens, Swatch and Zeneca. His previous work includes *Managing with a Global Mindset* and co-authored titles including: *Marketing Problems, Cases in International Marketing*, *Global Marketing: Strategies and Cases*, and *Cases in Marketing Management*.