



# **Handbook of Key Customer Relationship Management (Crm): The Definitive Guide to Winning, Managing and Developing Key Account Business (Financial Times Series)**

*Ken Burnett*

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## **Handbook of Key Customer Relationship Management (Crm): The Definitive Guide to Winning, Managing and Developing Key Account Business (Financial Times Series) Ken Burnett**

20% of your customers create 80% of your business revenue, but still 40% of suppliers cannot identify their key customers. The handbook of KCRM (Key Customer Relationship Management) is the definitive guide to winning, managing your key customers and provides you with all you need to know about how to develop your business for them. Enterprises that are not in the mainstream of technology will find themselves at a distinct competitive disadvantage as customers will equate lack of tailored technology with lack of concern. Get the competitive advantage, before your competition gets your customers. Including examples on: Procter & Gamble Marks & Spencers Ford Hawlett & Packard IBM

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