



# Key Account Management, Second Edition: The Definitive Guide

*Malcolm McDonald, Diana Woodburn*

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This book combines thoroughly field-tested knowledge delivered in a carefully developed step-by-step format. Both the manager and student will be able to build understanding and a key account by the end of it.

By analysing how key accounts really work in detail the authors create the tools that the reader will need in the marketplace. Equally it gives a clear picture of why KAM must be an important element of the corporate strategic plan.

Based on best practice from major companies globally there is no more definitive overview of this critical business to business strategy for sales and marketing managers and serious students in business and marketing.

- \* Written by one of the world's leading research teams into business-to-business marketing and key account management
- \* A hands-on approach with exercises and real-life case studies from which to draw insight
- \* Extensively revised to take in the latest empirical data and research developed from working with some of the world's leading companies



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