

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 customersThis 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 Binks 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.

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