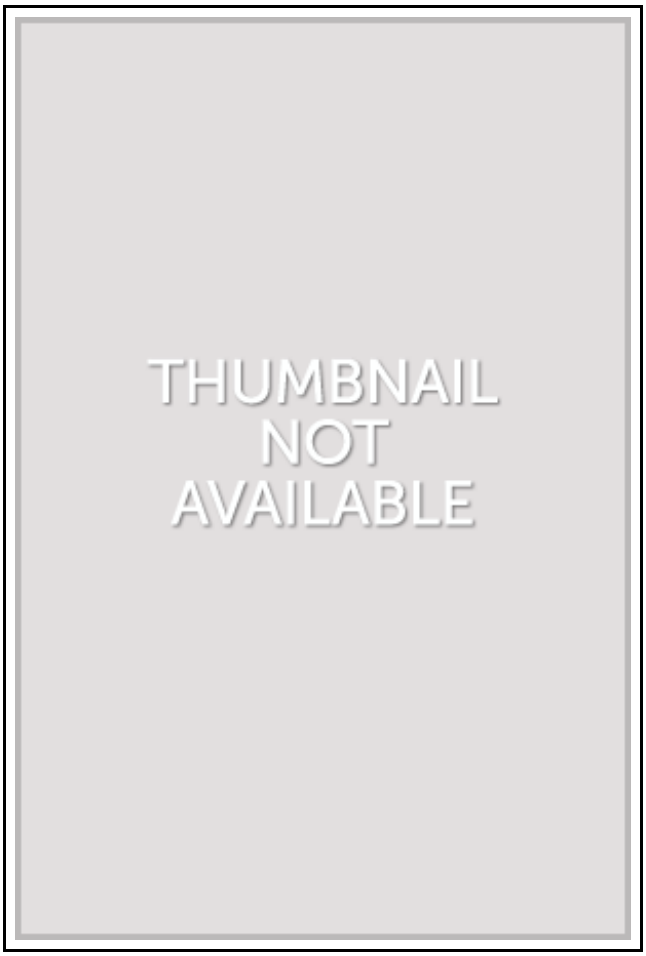
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iUniverse, Inc. Hardcover. Book Condition: New. Hardcover. 266 pages. Dimensions: 9.1in. x 6.2in. x 1.2in.Hawks, Seagulls, and Mice is an eye-opening resource for executives, entrepreneurs, venture capitalist, and everyone else involved in sales and marketing in business markets. It presents business-tested conceptual and quantitative models for driving performance in creating customers and capturing profits in plain-spoken terms and supported by numerous case studies and examples. Explore business markets from the following perspectives: Strategic growth patterns Sales and marketing organization design Sales and marketing activity management Customer buying process Psychological and business value communication Sales and marketing performance audits Finally! Someone has shifted the old B2B paradigm of sales and marketing and provided some dynamic, new, easy-to-use, quantitative models for integrating the two around business goals. Gordon Hochhalter, Partner, Creativitystrategyconnectivity, Mobium Creative Group HSM fills two major gaps in the marketing book universemarketing in business-to-business markets and the integration of sales and marketing functions. Smith addresses these gaps in a systematic and comprehensive manner. A solid effort. Puneet Manchanda, Associate Professor of Marketing, University of Chicago Graduate Schools of Business SmithsHawks, Seagulls, and Mice is a just-in-time work, immediately needed by many and useful to all those businesses that wish to grow their revenues in todays dynamic and exceedingly complex competitive marketplace. Green R. Miller, PhD, Professor of Economics, Morehead State University This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.

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