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Professional Client Management

By Frank Tubbesing

GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Wissenschaftlicher Aufsatz aus dem Jahr 2011 im Fachbereich BWL - Unternehmensführung, Management, Organisation, -, Sprache: Deutsch, Abstract: Wholesale enterprises - those enterprises, which act as agents between manufacturers and commercial/institutional purchasers/recipients buying investment goods, commodities and auxiliary materials and supplies - have ever since provided their clients with quite a number of services. Targeting the client is, according to the opinion of representatives from the areas of science and business, one of the core steps that are needed to make an enterprise successful. Taking this into account, it shows that wholesale enterprises make the issue of client management a central element of their business activities. Despite its important role, the area of wholesale does not receive the amount of scientific attention adequate for an area involving such a number of companies and employees, such turnover and such a number of economic challenges. The primary goal of the telephone survey is to show that there is nearly no Key Account Management in the branch of tool dealing companies. It might be that the gross of the tool dealers...

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