

Key Account Management The Definitive Guide

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Key Account Management: The Definitive Guide Diana Woodburn, Malcolm McDonald Limited preview - 2011. About the author (2007) MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, until recently was Professor of Marketing and Deputy Director Cranfield School of Management, with special responsibility for E-business. Malcolm is a graduate in English Language ...

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