Sales Growth McKinsey & Company Inc. 2016-04-08 The challenges facing today’s sales executives and their organizations continue to grow, but so do the expectations that they will find ways to overcome them and drive consistent sales growth. Sales Growth is an essential guide for all sales leaders. An updated, second edition of the book, revised to reflect the latest strategies for increasing sales, it provides practical solutions to help organizations achieve their growth goals. The book offers key insights into the latest trends in the world of sales, from adapting channels to meet changing customer needs to optimizing sales operations and technology, developing sales talent and capabilities, and enhancing the sales management process. "The Tao of Innovation is a timely book that details proven approaches to tangible top-line growth and an improved bottom line. Created specifically for sales executives, it will put you in a better position to turn your business into an innovator today. The Industrial (Marketing) Revolution Jared R. Fabac 2013-07-15 The Industrial marketing sector—also known as business-to-business marketing—continues to rely on traditional marketing ideas, although the times are changing. Companies that fail to adapt to the old ways don’t work anymore, and it’s time to revolve. Jared R. Fabac, a renowned marketing expert, outlines the changes that deal with the future. He explains how you can help your customers participate in the revolution. He also outlines the dire consequences that could occur if your customers fail to customize their existing products. The Tao of Innovation Howard Stevens 2006-11-29 A Simon & Schuster eBook. Simon & Schuster. The Tao of Innovation is a fresh East-meets-West approach to innovation. It provides a solution to help you overcome the challenges of our rapidly changing world and change the world for the better. In short, this book is a fresh East-meets-West approach to innovation that will help you transform your organization into a real game changer. Howard Stevens, a world-renowned business consultant, uses his own experiences as well as those of others to help readers achieve their innovation dream. Contents: How is the Nature of Your Business Going to Change? How Do You Know When There is an Opportunity for Innovation? Do You Have a Business Model That Can Scale? Is Your Company Mature and Do the Beyond the Status Quo? What Do You Put Yourself in the Right Place at the Right Time? How Do You Craft a Strong and Lasting Go-to-Market Strategy? How Do You Know What You Can Sell? What is the Deeper Purpose That Drives You to Inno... Read more

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