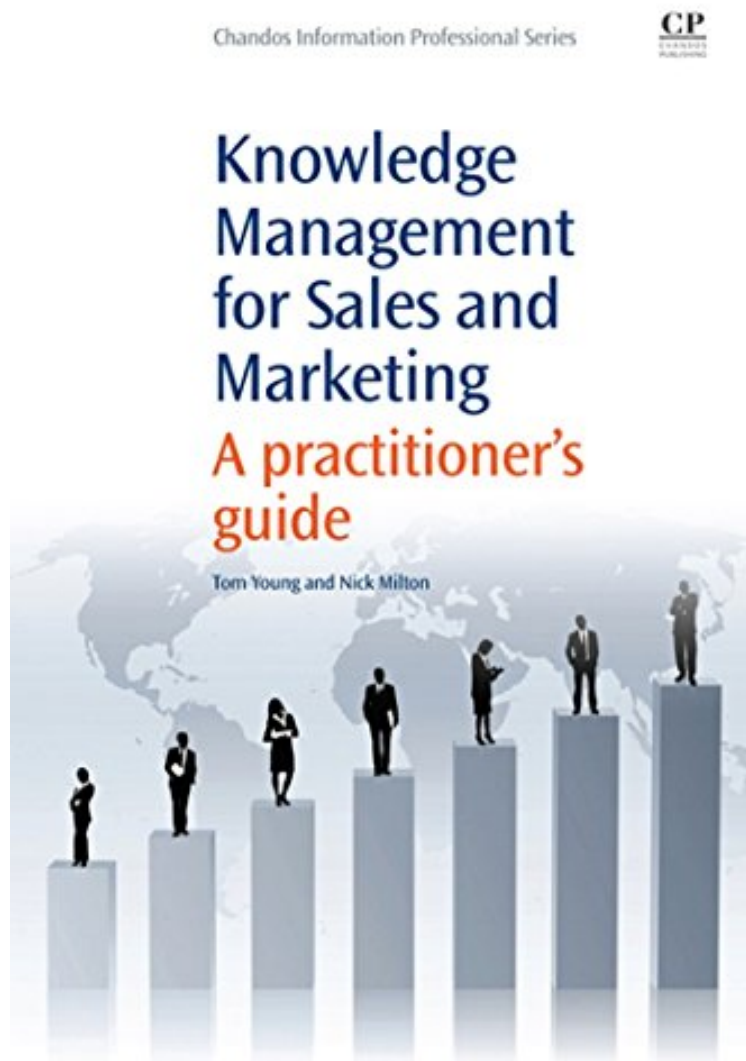


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Knowledge Management for Sales and Marketing: A Practitioner's Guide (Chandos Information Professional Series)

Tom Young, Nick Milton

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Tom Young, Nick Milton : Knowledge Management for Sales and Marketing: A Practitioner's Guide (Chandos Information Professional Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Knowledge Management for Sales and Marketing: A Practitioner's Guide (Chandos

Information Professional Series):

While this book is primarily aimed at those who are involved in Knowledge Management (KM) or have recently been appointed to deliver KM in sales and marketing environments, it is also highly relevant to those engaged in the management or delivery of sales and marketing activities. This book presents models to assist the reader to understand how knowledge can be applied and reused within the sales and marketing processes, leading to an enhanced win rate. Topics covered provide managers and practitioners with the necessary principles, approaches and tools to be able to design their approach from scratch or to be able to compare their existing practices against world class examples. Several models and methodologies are explained which can be applied or replicated in a wide variety of industries. The book also features numerous case studies which illustrate the journey that various companies are taking as they implement KM within sales and marketing. Develops a generic model for managing knowledge in sales and marketing environments Provides a handbook for line managers wishing to introduce knowledge management into their sales and marketing activities Written by a highly knowledgeable and well-respected practitioner in the field who is mentored by an recognised sales and marketing industry expert

Offers a straightforward and easy-to-grasp overview of a complex subject., Managing Information This book illustrates that what may appear a straightforward concept is in fact one that requires more consideration and has many elements to it if it is to be successfully implemented. It has been written for a specific audience, but the content can also be understood and applied more broadly., Australian Library Journal About the Author Tom Young is Chairman of Knoco Ltd. Prior to that Tom was founding member and Principal Coach of BPs Knowledge Management Team and Virtual Teamworking project. His understanding of cultures and industries and how to successfully interact with them, allows him to be equally at home in the Asia Pacific as in Wall Street. Dr Nick Milton is a director and co-founder of Knoco Ltd - a Knowledge Management consultancy comprised of seasoned knowledge management practitioners, mentors, and coaches. Knoco Ltd has been delivering successful and sustained Knowledge Management implementation to clients since 1999.