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## Business Development for Dummies (Paperback)

By Anna Kennedy

John Wiley Sons Inc, United States, 2015. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Growing a small business requires more than just sales Business Development For Dummies helps maximise the growth of small- or medium-sized businesses, with a step-by-step model for business development designed specifically for B2B or B2C service firms. By mapping business development to customer life cycle, this book helps owners and managers ensure a focus on growth through effective customer nurturing and management. It s not just sales! In-depth coverage also includes strategy, marketing, client management, and partnerships/alliances, helping you develop robust business practices that can be used every day. You ll learn how to structure, organise, and execute an effective development plan, with step-by-step expert guidance. Realising that you can t just hire a sales guy and expect immediate results is one of the toughest lessons small business CEOs have to learn. Developing a business is about more than just gaining customers it s about integrating every facet of your business in an overarching strategy that continually works toward growth. Business Development For Dummies provides a model, and teaches you what you need to know to make it work for your business....



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