



## Improving Time to Profit: Customer Focused Strategies for Marketing and Sales (Paperback)

By Kobi James

iUniverse, United States, 2002. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. There is power when systems and processes are aligned to service the customer. It is through the coherence of strategies and tactics that success becomes inevitable. Just as a laser beam is powerful because of the coherence and singularity of its wavelength, profitability is a result of the coherence of internal processes and systems. The goal of this book is to provide an awareness of the three models that Marketing and Sales use to make not only correct decisions, but also winning decisions.



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