

# Key Customers: How To Manage Them Profitably (Chartered Institute Of Marketing) By Malcolm McDonald;Beth Rogers

**By Malcolm McDonald;Beth Rogers**

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By addressing these key questions McDonald, Rogers and Woodburn draw Key customers: how to manage them profitably. In: Chartered Institute of Marketing  
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### **Beth Rogers - Wikipedia, the free encyclopedia -**

the Learning Advisory Group of the Chartered Institute of Marketing. McDonald M, Woodburn D and Rogers B Key customers: How to manage them profitably  
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Sales and sales management Outlook Email Jim is a former Senior Examiner for the Chartered Institute of Marketing, Prof. Malcolm McDonald.

[http://hstalks.com/main/view\\_talk.php?t=2194](http://hstalks.com/main/view_talk.php?t=2194)

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### **Key Customers: How to manage them profitably -**

CRM has been the other hot topic of the year, again with some outstanding books emerging, notably Malcolm McDonald's Key Customers. Marketing Business Dec/Jan 2001

<http://www.amazon.com/Key-Customers-profitably-Chartered-Institute/dp/0750646152>

### **Sales Game -**

Chartered Institute of Marketing, Professor Malcolm McDonald introduced the day and set the scene for managing key accounts and Dr Beth Rogers followed by

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### **Strategic Account Management -**

Chartered Institute of Marketing, Our thanks to Malcolm McDonald, Beth Rogers Collaborative value creation is the key process in strategic customer

<http://www.market2win.com/blog/category/strategic-account-management/>

### **Marketing Century, Kourdi Jeremy -**

The development of the Chartered Institute of Marketing closely reflects the Malcolm McDonald) on the key concept of lifetime value of the customer

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### **Key Account Management: Learning from supplier -**

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