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this is the key to developing a strong plan for your key accounts short term planning is the proactive how to long term planning s key account management has transformed business to business dynamics into a long term measurable strategy that redefines success from the customer s perspective in order to be effective kam s must incorporate both long term objectives and short term strategies that help drive a proactive and mutually beneficial relationship, **amazon com customer reviews key account management and** - it provides a balanced view to the benefits to both the customer and supplier firm as well as instances where key account management may not be appropriate the bulk of the book part 2 and 3 covers key account analysis and planning it devotes two entire chapters to key account analysis and supplier firm analysis competitor analysis, **key account management the ultimate guide in 2019** - key account management is a strategic approach distinguishable from account management or key account selling and should be used to ensure the long term development and retention of strategic customers, **10 step guide creating a strategic account management** - 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