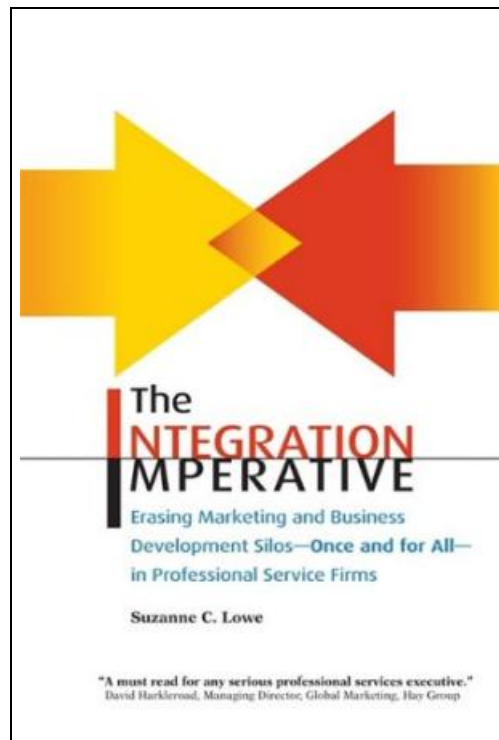


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Professional Services Books, United States, 2009. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.When it comes to competing effectively, achieving financial success and delivering optimal client service, professional and B2B firms keep looking for the Holy Grail in all the wrong places: Hire big-time rainmakers! Acquire that hot boutique firm! Pursuing these solutions avoids the real problem: Marketing and selling are disconnected. The real Holy Grail can be found by ensuring that marketing and business development are integrated into every function. The Integration Imperative summarizes three structural and cultural frameworks that professional- and B2B service firms can employ to achieve new effectiveness in marketing and business development, and ultimately, improve the firm's value to clients. Lowe has done a great job of capturing the core messages of why and how marketing and business development functions within professional services firms need to be more effectively integrated to drive revenue and market share results. Russ Molinar, Director, Global Markets, Ernst Young LLP Professional service firms tend to look for easy answers to the question of how to get new clients. Suzanne Lowe puts her finger on the biggest and hardest challenges and who shares responsibility for meeting them. Bill Matassoni, Retired McKinsey Partner and Marketing Director The Integration Imperative offers a potent cocktail of robust theory, insightful case histories, and lateral thinking any marketer will find something to chew on here. Sholto Douglas-Home, Group Marketing Director, Hays Plc This book will be an instant classic. Thanks to Suzanne Lowe's insights, we finally have practical guidance on overcoming an essential challenge for professional service firms: how to bridge the divide between marketing and business development functions. Michael W. McLaughlin, Author, Winning the Professional Services Sale Professional service firms leave so...



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