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Creating the Strategy: Winning and Keeping Customers in B2B Markets

Rennie Gould

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A practical guide that brings together the most important elements of business strategy, B2B marketing theory and sales management, *Creating the Strategy* is aimed at managers and leaders wanting to structure their organizations around the acquiring and retaining of customers in B2B markets. Rennie Gould introduces a significant number of new models and frameworks that have been developed from management workshops with clients such as Nokia and Mercedes Benz.

Including diagrams, workshops and case studies, this book follows Gould's proven learning device, The Business Performance Value Chain, in order to:

-stimulate awareness of various issues affecting business performance and the techniques to address them
-create understanding of how these issues and techniques can come together
-encourage generating insights into what this understanding means for the organization's specific situation in its own marketplace
-inspire managers to take the appropriate action by providing a guide for them to follow

Bringing together the essential elements of both strategy creation and strategy implementation, *Creating the Strategy* is designed to show managers and leaders how to improve organizational effectiveness and business performance.

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