



Key Marketing Skills

By Peter Cheverton

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This is a brand new edition that focuses on the practical issues faced by today's marketing professionals. It is truly about turning strategy into action and provides answers to key marketing issues:

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About the Author

Peter Cheverton is founding Director of INSIGHT Marketing and People, a global training and consultancy firm specializing in the development of customer-focused business strategies, with a strong focus on Key Account Management and Business Leadership. He has developed an international reputation as one of the leading experts in these challenging areas, working hands-on with clients around the world. He is the author of *Key Marketing Skills*, *Global Account Management* and *Key Account Management in Financial Services* (all published by Kogan Page).

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