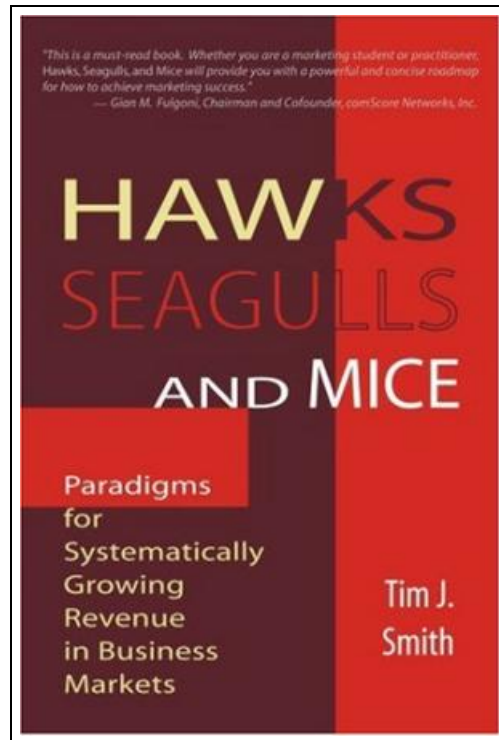


## Hawks, Seagulls, and Mice: Paradigms for Systematically Growing Revenue in Business Markets



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## HAWKS, SEAGULLS, AND MICE: PARADIGMS FOR SYSTEMATICALLY GROWING REVENUE IN BUSINESS MARKETS



iUniverse, United States, 2006. Paperback. Book Condition: New. 226 x 150 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Hawks, Seagulls, Mice is an eye-opening resource for executives, entrepreneurs, venture capitalist, and everyone else involved in sales and marketing in business markets. It presents business-tested conceptual and quantitative models for driving performance in creating customers and capturing profits in plain-spoken terms and supported by numerous case studies and examples. Explore business markets from the following perspectives: Strategic growth patterns Sales and marketing organization design Sales and marketing activity management Customer buying process Psychological and business value communication Sales and marketing performance audits Finally! Someone has shifted the old B2B paradigm of sales and marketing and provided some dynamic, new, easy-to-use, quantitative models for integrating the two around business goals. Gordon Hochhalter, Partner, Creativitystrategyconnectivity, Mobium Creative Group fills two major gaps in the marketing book universe marketing in business-to-business markets and the integration of sales and marketing functions. Smith addresses these gaps in a systematic and comprehensive manner. A solid effort. Puneet Manchanda, Associate Professor of Marketing, University of Chicago Graduate Schools of Business Smith s Hawks, Seagulls, Mice is a just-in-time work, immediately needed by many and useful to all those businesses that wish to grow their revenues in today s dynamic and exceedingly complex competitive marketplace. Green R. Miller, PhD, Professor of Economics, Morehead State University A comprehensive understanding of business markets conveyed through abstract, mostly impenetrable prose. Smith, an adjunct professor of marketing at DePaul University and chief editor of the Wignlaf Journal, demonstrates considerable insight about business systems. He reviews various strategies for business growth, examining marketing theory, organizational structure, models of communication between businesses and the integration of sales and marketing. which help simplify abstract concepts. Equally welcome are the few included case studies....



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