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"The B2B Executive Playbook" is the guidebook for B2B companies as "Good to Great" has been for B2C companies. One of the defining principles in both books is how executives can "get the right

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people on the bus", and Sean Geehan explains that there is a significant difference in the "right people" when differentiating between B2B and B2C companies.

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The B2B Executive Playbook

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with me. With two decades in the software industry, most of that time in customer-facing roles, it validated much of my own experience and thoughts. Think of B2B as a complement to Jim Collins ' Good to Great.

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The B2B Executive Playbook shows how executive customer programs can help you: Drive consensus within your leadership team, and better align your company with the markets it serves. Better leverage the time and effort of your leadership team, as well as your corporate resources.

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The Balderton B2B Sales Playbook | Balderton Capital

The first book completely focused on successfully running B2B, which is very different from B2C. The fate of a B2B lies in the hands of a few individuals so what ultimately determines if a company thrives, or even survives, is how these key relationships are targeted, structured and managed.

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First and foremost, The B2B Executive Playbook really resonated well with me. With two decades in the software industry, most of that time in customer-facing roles, it validated much of my own experience and thoughts. Think of B2B as a complement to Jim Collins ' Good to Great.

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