

Metodos de obtención de Criptomonedas Bitcoin y Cloudmining Spanish Edition



BOOK DETAILS

- Author : Alejandro Hernandez
- Pages : 12 Pages
- Publisher :
- Language : Spanish
- ISBN :

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BOOK SYNOPSIS

Business-to-business markets what the authors call "business markets" account for a huge proportion of the total GNP in the United States and in other industrialized nations. However, many companies competing in business markets typically commodity markets or those susceptible to commodization must continually resist the relentless price pressures of their clients purchasing managers. Incited to reduce their firm s procurement costs, purchasing agents argue that their supplier s product or service is a commodity, i.e. an easily replaceable equivalent. In such an environment, business market firms typically struggle to convince customers of the value of their offerings rather than simply focusing on the price. This book presents a compelling approach that allows suppliers to demonstrate and document superior value compared to the next best alternative from the customer s perspective, thereby elevating the sales forces role to an advisory position.

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