

Developing Knowledge Based Client Relationships Second Edition

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Developing Knowledge Based Client Relationships

Developing Knowledge-Based Client Relationships, Second Edition, shows organizations how to lead their key clients into lasting, profitable, high-value relationships. Building on the powerful, tested principles of knowledge-based client relationships, Ross Dawson provides clear and extremely practical approaches for all professional and knowledge-based firms on how to create unique value for ...

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Developing Knowledge-Based Client Relationships guides the reader to understanding the increasing importance of information and knowledge in business transactions and client relationships. It then goes on to present in an extremely practical fashion what knowledge organizations can do to enhance the value of the knowledge the deliver to clients and use that to develop profitable relationships.

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The second edition of Developing Knowledge-Based Client Relationships was released 18 months ago now. The first edition, launched in January 2000, was on several Amazon.com bestseller lists, including ranking at #1 from Australia for the two months after its release, and on the top 20 sellers list for Deloitte & Touche for over two years, and sold through five printings.

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