

The B2b Executive Playbook The Ultimate Weapon For Achieving Sustainable Predictable And Profitable Growth

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Sean Geehan speaks about The B2B Executive Playbook.

The B2B Executive Playbook

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The Balderton B2B Sales Playbook | Balderton Capital

B2B companies need their own playbook, so consultant Sean Geehan wrote this one. The recipient of Ernst & Young's 2002 Entrepreneur of the Year award, Geehan brings 25 years of experience advising B2B firms to this effort, which includes instructive case histories of successful B2B firms.

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