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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.

The B2B Executive Playbook Free Summary by Sean Geehan

'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 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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