

#### MINI-ESSAYS

1. Analytical CRM & operational CRM
2. BATNA
3. From the Resource-based view of a company, resources are
4. 3 Objectives of Buying Orientation
5. Resonating Focus of Customer Value Proposition
6. Customer Value Management

#### ESSAYS

1. Differences between transactional and Spin selling
2. Trade Entry barriers is a driver for doing Business Across Borders. What other drivers for doing Business Across Borders are discussed in the material