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**Sales Force Total Reward Strategy** Michael Dennis Graham,Ali Riyaz,2019-01-08 With a tight labor market and continuing pressure to expand sales channels and grow sales volumes sales representatives must make significant contributions Unfortunately many organizations have yet to realize that their reward programs are not effective in motivating sales force employees to accomplish the organization s strategy The key is to align the firm s people and reward strategies in ways that reinforce the behavior and performance of the sales force that is required to support the organization s overall organization strategy This book is more than why refreshing your sales force reward strategy is needed it covers the how to in order to accomplish this critical improvement in your sales force total reward strategy Authors Graham and Riyaz reunite to take on the subject of Sales Force Total Reward Strategy They share their deep experience on this important aspect of organizational success

**Textile Technology Digest** ,1994    **The AI Marketing Canvas, Second Edition** Rajkumar Venkatesan,Jim Lecinski,2026-01-27 Five essential steps to take you from zero to superhero with AI for marketing For marketers the landscape is shifting underfoot Artificial intelligence is no longer a futuristic concept but a present day reality rewriting the rules of relevance differentiation and connection Navigating this new era is the single greatest challenge and opportunity for marketing leaders How do you move beyond scattered experiments and buzzwords to unlock AI s true transformative power In the newly revised and essential second edition of The AI Marketing Canvas top MBA marketing professors Rajkumar Venkatesan and Jim Lecinski provide the definitive roadmap They distill complexity into clarity with a field tested five step plan for marketers at every stage of their AI journey This is not a speculative look at the future it is a practical guide for winning your AI Moment of Truth now The concepts frameworks and examples in the book will enable you to Master the two core functions of AI Wield predictive AI for unparalleled insights and optimization and generative AI for creating compelling content and communications at scale Pinpoint your greatest opportunities Use a powerful 2x2 framework to identify the highest value AI use cases for your business whether driving internal productivity or explosive external growth Build your AI exosuit Learn how to augment your team s strategic expertise and human judgment with machine intelligence turning your department into a marketing powerhouse Lead with confidence Navigate the critical challenges of ethics and governance while preparing for the next wave of disruption from Generative Engine Optimization GEO to autonomous AI agents Rich with case studies best practices and the latest insights on AI s impact on decision making and customer engagement this book empowers CMOs and marketers alike to harness AI s full potential Whether you are laying the groundwork for AI adoption scaling across functions or reinventing your go to market approach The AI Marketing Canvas provides clarity and confidence at every stage of your journey It s not too late to be an early adopter but the train is leaving the station This book is your ticket to the forefront of marketing innovation

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