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"The B2B Executive Playbook" by: Sean Geehan ISBN: 1-57860-446-X ISBN-13: 978-1-57860-446-3. First and foremost, The B2B Executive Playbook really resonated well with me. With two decades in the software industry, most of that time in customer-facing roles, it validated much of my own experience and thoughts.

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The Balderton B2B Sales Playbook from Balderton Capital This is a 'living' document While we have started the dialogue with a large document containing everything we know on the topic we want just that: to start a dialogue. We look forward to opinions, comments and thoughts from everyone who reads this.

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