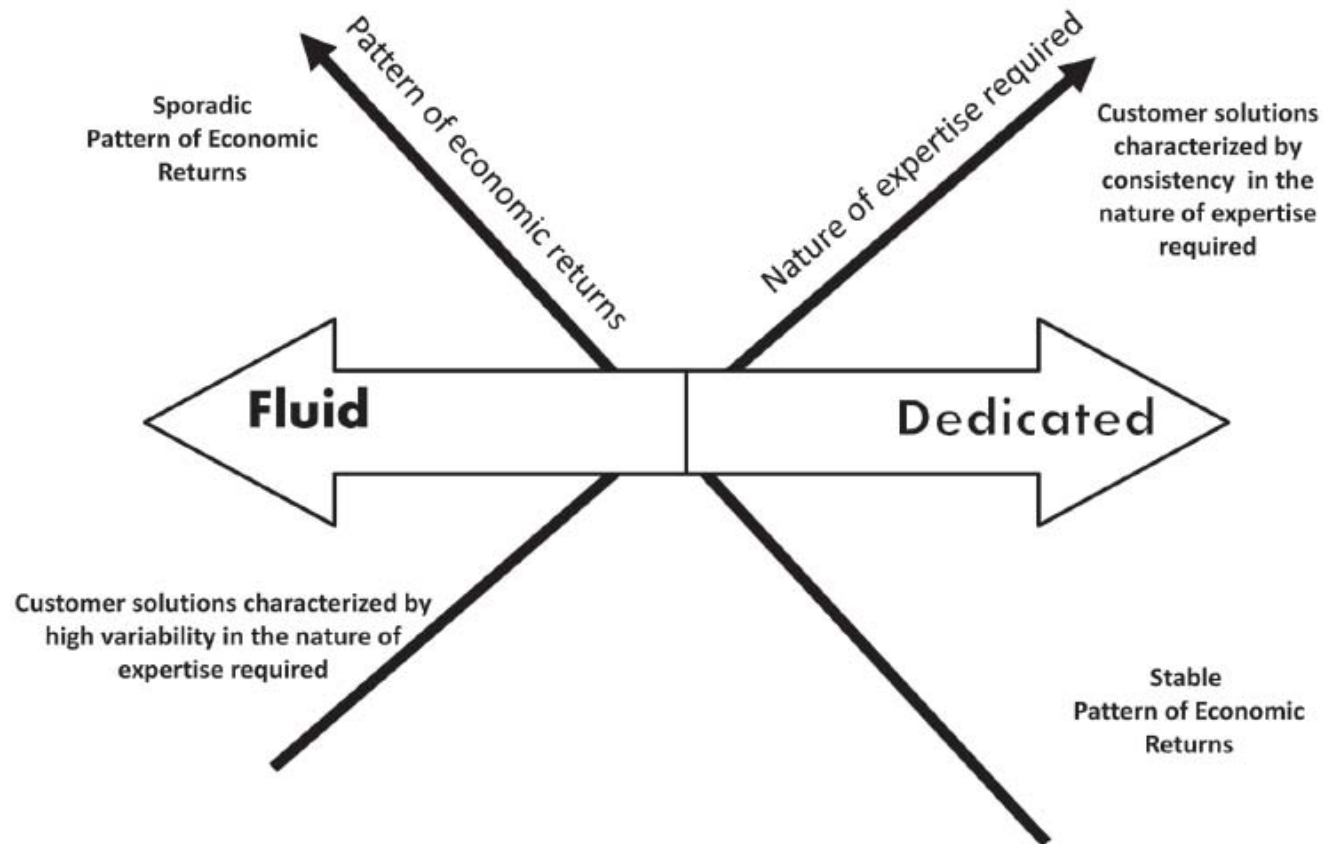


Figure 2  
Key Drivers of Strategic Account Team Structure



Bradford, Kevin, Goutam N. Challagalla, Gary K. Hunter, and William C. Moncrief (2012), "Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain from Fluid to Dedicated Accounts," *Journal of Personal Selling and Sales Management*, 32, 1 (Winter), 41-56.

Authors listed alphabetically representing equivalent contributions.

**JPSSM's 30<sup>th</sup> Anniversary Special Issue.**