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SALES MANAGEMENT

CONCEPTS AND CASES

tenth edition



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Sales Management Concept And Cases

Douglas J. Dalrymple, William L. Cron



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SALES MANAGEMENT: CONCEPTS AND CASES, 10TH ED William L. Cron, Thomas E. Decarlo, 2010-06-01 Market_Desc Sales Managers Special Features Offers streamlined coverage for easier readability and retention Includes numerous new and updated cases Updates the majority of case studies at the beginning of each chapter Presents new and expanded discussions on sales network customer life time value solutions selling marketing sales interaction and marketing sales shared responsibilities Incorporates the latest findings in sales force management research About The Book Dalrymple's *Sales Management* arms sales managers with the tools to help their companies gain a competitive edge as well as acquire strategic advantages in their careers With the tenth edition they ll find streamlined coverage for easier readability and retention Numerous new cases have been added and several others have been significantly updated The majority of case studies at the beginning of each chapter have been reworked The authors also present new and expanded discussions on sales network customer life time value solutions selling marketing sales interaction and marketing sales shared responsibilities This material empowers sales managers to build a sales force manage strategic relationships and motivate the sales team **Sales Management** Douglas J. Dalrymple, William L. Cron, 1997-11-03 Through five editions this book has provided readers with a comprehensive practical approach to sales management Now the sixth edition continues that tradition with four new chapters on the sales function and coverage of the latest trends such as relationship marketing team development and TQM **Dalrymple's Sales Management** William L. Cron, Thomas E. DeCarlo, 2015-02-12 Dalrymple's *Sales Management* arms sales managers with the tools to help their companies gain a competitive edge as well as acquire strategic advantages in their careers With the tenth edition they ll find streamlined coverage for easier readability and retention Numerous new cases have been added and several others have been significantly updated The majority of case

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Sales Management Earl D. Honeycutt,John B. Ford,Antonis C. Simintiras,2003 Designed to prepare upper level undergraduate and graduate business students for work in the exciting field of global sales management this text focuses upon the managerial and cross cultural aspects necessary for leading the global sales force

Advanced Sales Management Handbook and Cases Linda Orr,2012-04-23 Advanced Sales Management Handbook and Cases Analytical Applied and Relevant will fill the need in the market for a solid case work role play and activity book It has been written by sales teaching professionals and sales executives The life experiences of professionals with varied experiences will provide students with a solid foundation for learning This will give college professors from around the world a better opportunity to ensure quality of learning The book is intended to be supplemental to any other sales management text on the market but could be used alone in an advanced sales management or marketing analytics course in which the students already have the base theoretical knowledge The various cases role plays and experiential exercises in this book will follow the same topical structure of other sales management texts so that any sales management instructor can readily adopt this supplemental book For many of the cases actual data has been given so that students are required to use and understand analytical software

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