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<u>Credibility Power</u> Richard Hansen, Allyn Kramer, 2001 <u>The Sales Gurus</u> Andrew Clancy, Soundview Executive Book Summaries Eds., 2013-02-26 Since 1978 Soundview Executive Book Summaries has offered its subscribers condensed versions of the best business books published each year Focused insightful and practical Soundview's summaries have been acclaimed as the definitive selection service for the sophisticated business book reader Now Soundview is bringing together summaries of eighteen classic and contemporary sales books including seven never before published summaries Here in one

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Essentials of Marketing High Technology William L. Shanklin, John K. Ryans, 1987-01-01 To learn more about Rowman Littlefield titles please visit us at www rowmanlittlefield com **Sales and Distribution Management** Bholanath Dutta, 2013-12-30 Sales management is attainment of an organization s sales goals in an effective and efficient manner through planning staffing training leading and controlling organizational resources Revenue sales and sources of funds fuel organizations and the management of that process is the most important function Salesmanship today covers a wide range of activities and constitutes an integral part of management It also offers wide scope for development in future Physical distribution is one of the four elements of the marketing mix An organization involved in the process of making a product or service available for consumer or business user Development of technology distribution has undergone massive changes and become very cost effective This book comes as handy for students as it covers all the conventional and contemporary Sales Force Management Mark W. Johnston, Greg concepts and strategies related to sales and distribution management W. Marshall, 2013-05-02 In this latest edition of Sales Force Management Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill Ford and Walker solidifying the book s position globally as the leading textbook in the field It's a contemporary classic fully updated for modern sales management practice Including the Churchill Ford and Walker approach the new edition also features A strong focus on leadership technology innovation ethics and global business New material integrated throughout the book on multifaceted sales communication approaches leadership and the relationship between the marketing and sales functions Continued partnership with HR Chally a global sales consultancy that supplies cutting edge data for each chapter allowing students to benefit from understanding and working with real world applications of current sales force challenges Enhanced learning features such as short and long cases to stimulate discussion leadership challenges to assess students ability to make decisions role plays to allow students to learn by doing

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