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SALES MANAGEMENT CONCEPTS AND CASES

William L. Cron
Thomas E. Decarlo

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Thomas R. Wotruba



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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

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Sales Management Dalrymple,1995-03-01 *Sales Management* Douglas J. Dalrymple,William L. Cron,1995-04-01 *Dalrymple's Sales Management* William L. Cron,Thomas E. DeCarlo,2006-08 *Sales Management* Douglas J. Dalrymple,William L. Cron,1994-09-01 Uses a comprehensive up to date and practical approach to sales management Each chapter begins with a narrative about an individual firm Boxes highlight recent developments topical issues and unique sales strategies Special attention is paid to current topics on managing strategic account relationships team development work force diversity Total Quality Management and ethical issues This edition features 21 new cases increasing the total number of cases to 49 Cases appear at the end of each chapter Thoroughly updated tables figures and references

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