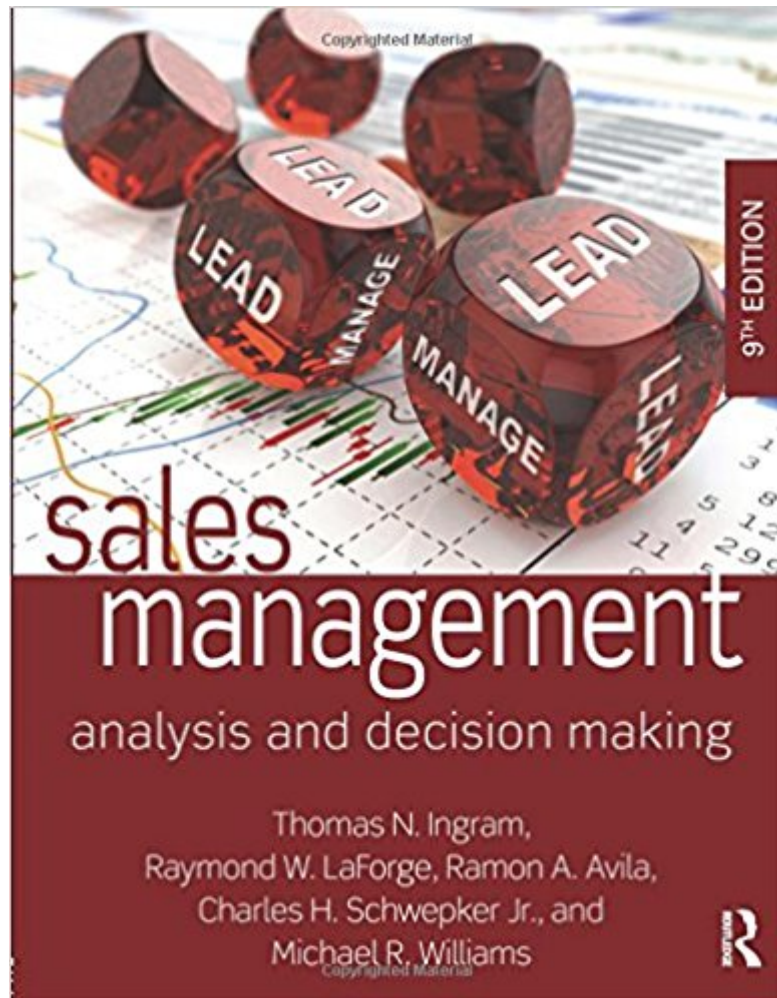


The book was found

# Sales Management: Analysis And Decision Making



## Synopsis

The new 9th edition of *Sales Management* continues the tradition of blending the most recent sales management research with real-life "best practices" of leading sales organizations. The authors teach sales management courses and interact with sales managers and sales management professors on a regular basis. Their text focuses on the importance of employing different sales strategies for different consumer groups, as well as integrating corporate, business, marketing, and sales strategies. *Sales Management* includes current coverage of the trends and issues in sales management, along with numerous real-world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions. **Key changes in this edition include:** Updates in each chapter to reflect the latest sales management research, and leading sales management trends and practices An expanded discussion on trust building and trust-based selling as foundations for effective sales management All new chapter-opening vignettes about well-known companies that introduce each chapter and illustrate key topics from that chapter New or updated comments from sales managers in "Sales Management in the 21st Century" boxes An online instructor's manual with test questions and PowerPoints is available to adopters.

## Book Information

Paperback: 402 pages

Publisher: Routledge; 9 edition (April 24, 2015)

Language: English

ISBN-10: 0765644517

ISBN-13: 978-0765644510

Product Dimensions: 8.5 x 1 x 11 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 3 customer reviews

Best Sellers Rank: #17,411 in Books (See Top 100 in Books) #8 in Books > Textbooks > Business & Finance > Sales #65 in Books > Textbooks > Business & Finance > Marketing #73 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

Thomas N. Ingram is a Partnership of Excellence Fellow and professor of marketing at Colorado State University, USA. Raymond W. (Buddy) LaForge is the Brown-Forman Professor of Marketing at University of Louisville, USA. Ramon A. Avila is the George and Frances Ball Distinguished Professor of Marketing and the founding director of the HH Gregg Center for Professional Selling at

Ball State University, USA. Charles H. Schwepker, Jr. is the Mike and Patti Davidson Distinguished Marketing Professor at University of Central Missouri, USA. Michael R. Williams is professor of marketing and director of the Academy of Customer Excellence and Sales at Oklahoma City University, USA.

Bought for Sales Management course. Graphics are helpful and it's written fairly simple for textbook.

Needed for a class and it worked well.

Good book. Used it in college.

[Download to continue reading...](#)

Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Sales Management: Analysis and Decision Making Strategic Decision Making: Multiobjective Decision Analysis with Spreadsheets CRITICAL THINKING: A Beginner's Guide To Critical Thinking, Better Decision Making, And Problem Solving ! ( critical thinking, problem solving, strategic thinking, decision making) Critical Thinking: Decision Making with Smarter Intuition and Logic! (Critical Thinking, Decision Making, Logic, Intuition) Decision Making in Medicine: An Algorithmic Approach, 3e (Clinical Decision Making Series) The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Glannon Guide to Sales: Learning Sales Through Multiple-Choice Questions and Analysis, Second Edition (Glannon Guides) Decision Traps: The Ten Barriers to Decision-Making and How to Overcome Them What's Your Decision?: How to Make Choices with Confidence and Clarity: An Ignatian Approach to Decision Making Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books) Sales Management. Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team Statistics for Business: Decision Making and

Analysis (2nd Edition) Statistics for Business: Decision Making and Analysis (3rd Edition)

Negotiation Analysis: The Science and Art of Collaborative Decision Making A PRACTITIONER'S

GUIDE TO BUSINESS ANALYTICS: Using Data Analysis Tools to Improve Your

Organization's Decision Making and Strategy Business Analytics: Data Analysis &

Decision Making - Standalone book

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)