



Sales Management: Analysis and Decision-Making (Hardback)

By Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila

Taylor Francis Ltd, United Kingdom, 2015. Hardback. Condition: New. 9th Revised edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. 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...



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