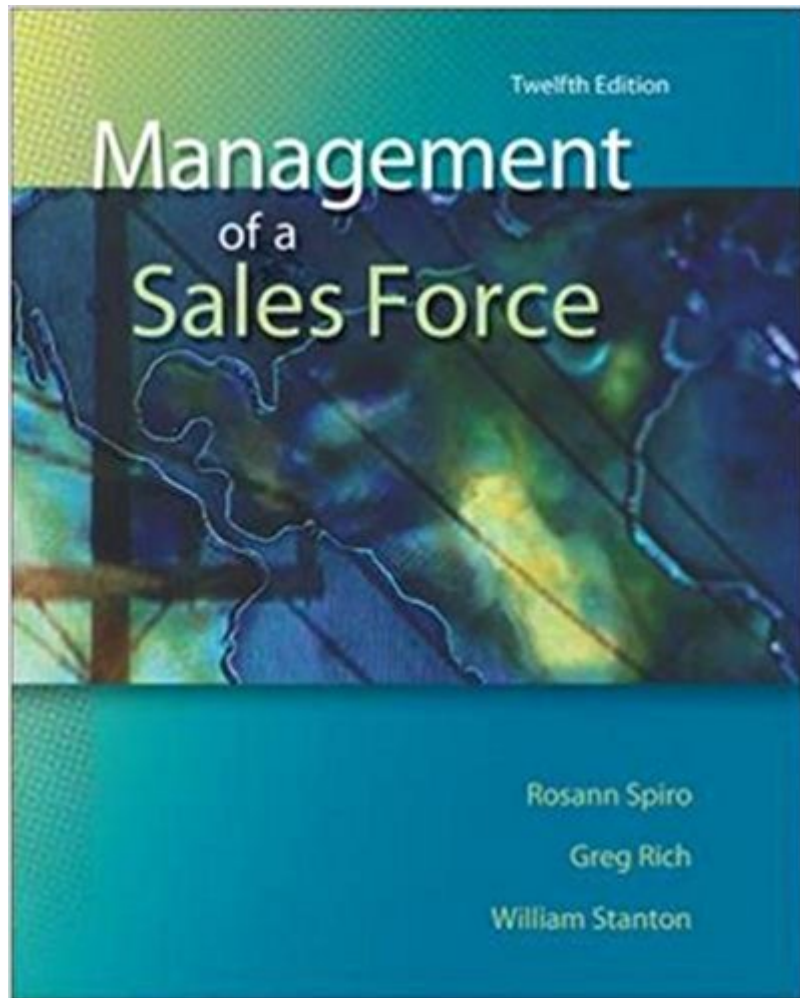




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Management Of A Sales Force



Synopsis

Management of a Sales Force is the best selling text in the sales management market, with a reputation for blending leading-edge research and student-friendly writing better than any other book. The 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager's role, from the increasing globalization of business to savvier customers who now use the internet to research their purchasing decisions. All chapters have been updated with current company examples that demonstrate how the best sales executives are adapting to these and other new challenges. In addition, the latest sales management research studies and reports are presented in a straightforward, easy-to-read manner, making Management of A Sales Force, 12e, by far the most current sales management textbook on the market.

Book Information

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Customer Reviews

William J. Stanton is professor emeritus of marketing at the University of Colorado-Boulder. He received his PhD in marketing from Northwestern University, where he was elected to Beta Gamma Sigma. He has worked in business and has taught in several management development programs for marketing executives. He has served as a consultant for various business organizations and has engaged in research projects for the federal government. Professor Stanton also has lectured at universities in Europe, Asia, Mexico, and New Zealand. A coauthor of the leading text in sales management, Professor Stanton has also published several journal articles and monographs. Marketing has been translated into Spanish, and separate editions have been adapted (with coauthors) for Canada, Italy, Australia, and South Africa. In a survey of marketing educators,

Professor Stanton was voted one of the leaders in marketing thought. And he is listed in Who's Who in America and Who's Who in the World.

This textbook seems like it was written by either someone who didn't complete high school or by someone who doesn't know the English language very well. It lacks clarity and is probably one of my least favorite text books that I've ever had.

Reached the expectations

Normally I re-sell my text books but this book I am planning on keeping. If you are a sales manager this has some good ideas to utilize.

Came as listed in condition. No problems at all.

Old, strictly theoretical and outdated.

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Saves money

On time great deal no problems totally completely satisfied with the text book I would buy from them again the future

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