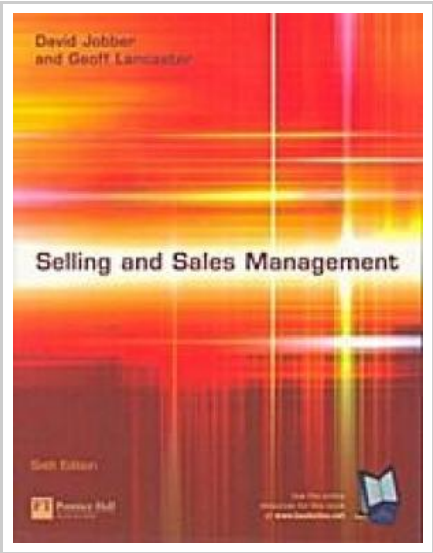


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Selling and Sales Management

By David Jobber Geoff Lancaster

Prentice Hall, 2003. Softcover. Book Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This best-selling textbook, Selling and Sales Management, now in its sixth edition, has been revised and updated to take account of recent developments in the theory and practice of selling. Selling and Sales Management is logically structured in five parts covering the sales perspective - the role of selling within the wider context of marketing; the sales techniques - the practice of selling; the sales environment - sales channels; sales management - recruitment, training, motivation and organisation; and sales control - budgets, salesforce evaluation and sales forecasting. The book is ideal for all students on sales management, marketing and business studies courses as well as field salespeople and sales managers. The book is essential reading for students taking the CIM Certificate in Selling, the Advanced Certificate in Sales Management, and those taking professional studies examinations for CAM, the Institute of Sales and Marketing Management and LCCI. This edition continues to place emphasis on the international aspects of selling and sales management to reflect the importance of international markets to companies. 476 pp. Englisch.

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Reviews

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