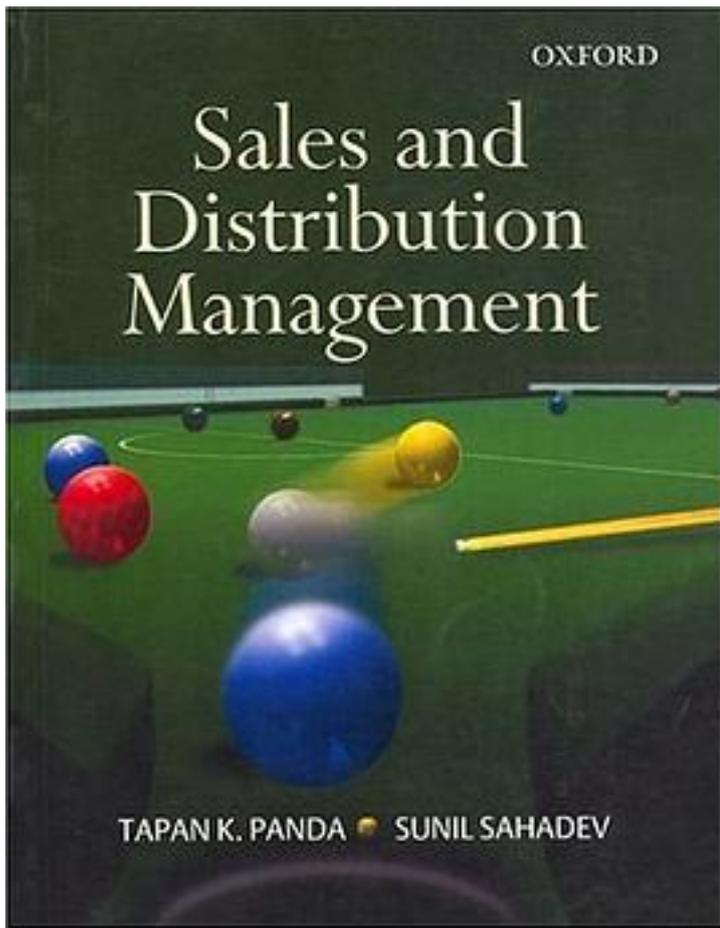


Sales And Distribution Management



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出版者:Oxford Univ Pr

出版时间:2005-12

装帧:Pap

isbn:9780195673906

"Sales and Distribution Management" is a composite and comprehensive textbook specially designed to meet the requirements of MBA students specialising in marketing. Users shall find this book highly useful for its coverage of sales and sales

force management, the sales organisation and territory management, designing a distribution system and distribution management - explained through caselets, diagrams, flowcharts and numerous examples from the Indian context.

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