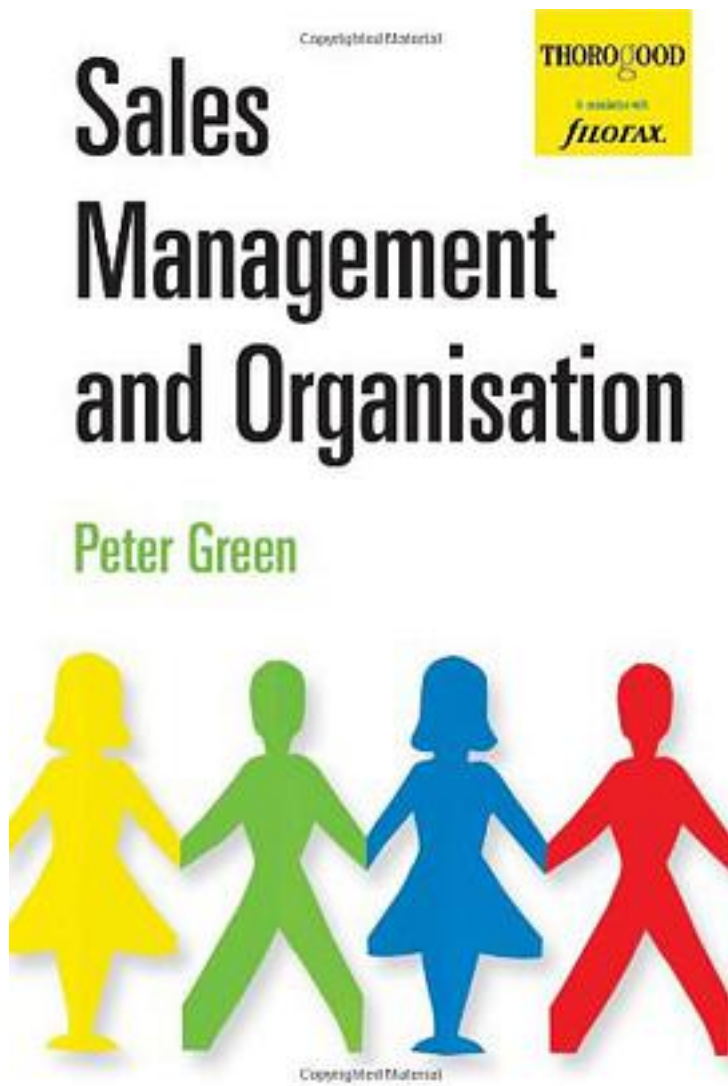


# Sales Management and Organisation



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The high cost of deploying sales people means effectiveness is a key business issue. This book provides a set of simple, practical, proven, award-winning techniques based on published and private research on the needs of today's sales force and the successful sales management system developed by Professor John Adair.

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