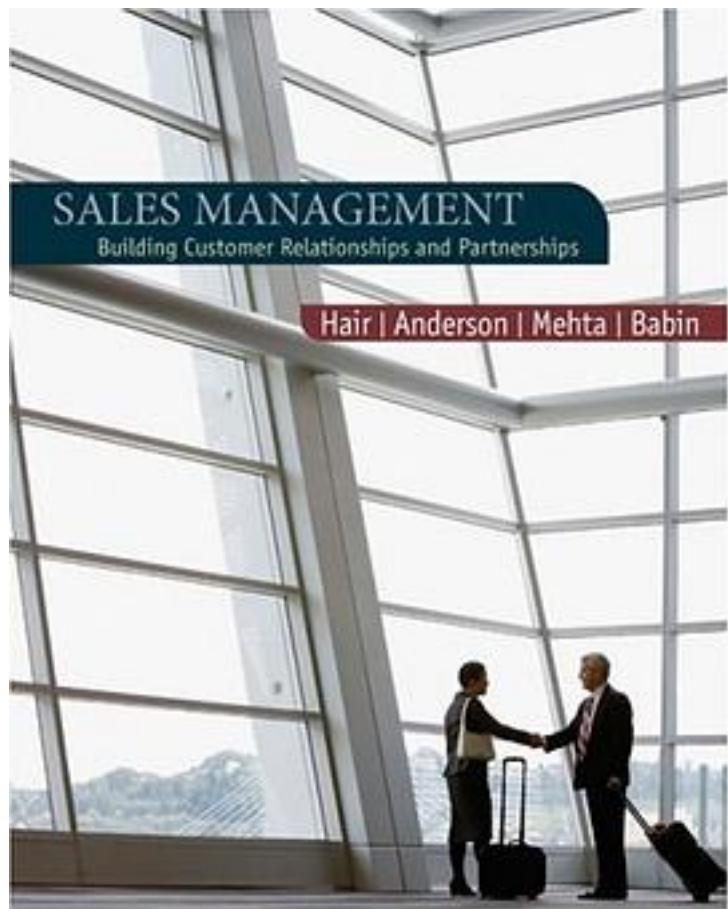


# Sales Management



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This new sales management text takes a practical, goal-oriented approach to teaching sales management skills and concepts, using the steps along the typical career path of the sales manager, from field representative to upper management. This unique approach helps students understand the sales and sales management profession as

they would most likely experience it themselves.

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