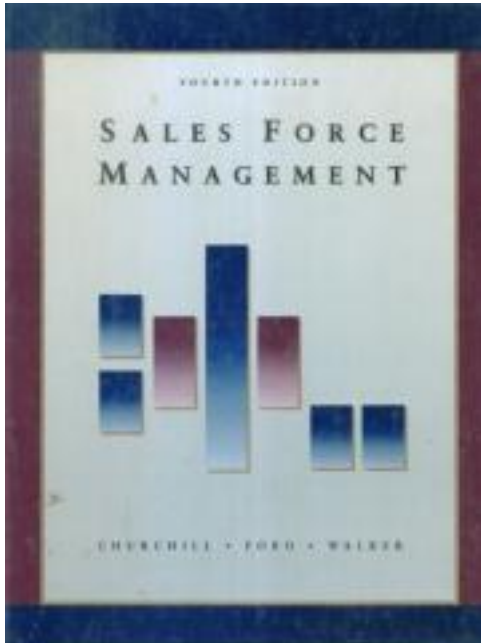


Sales Force Management The Irwin Series in Marketing



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This text and casebook is a research/theory based text that cites the theoretical foundations of sales management. It fits best in more rigorous undergraduate programs and MBA programs. This edition features the significant contribution of two new co-authors, John Tanner and Mark Johnston. This book will appeal to a variety of teaching approaches. Instructors who primarily emphasize the lecture-discussion approach will find ample material for either a one-quarter or a one-semester course in the chapters and end-of-chapter discussion questions. For those who prefer case-oriented instruction, we have included 32 cases. These cases can be found at the end of the three sections since they primarily emphasize issues discussed in a

particular section. The last five cases in Section III are more encompassing and contain a variety of marketing and sales management issues. The book now has two fewer chapters making it more flexible for schools that wish to have more time to cover selling skills and/or wish to have more time for case analysis.

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