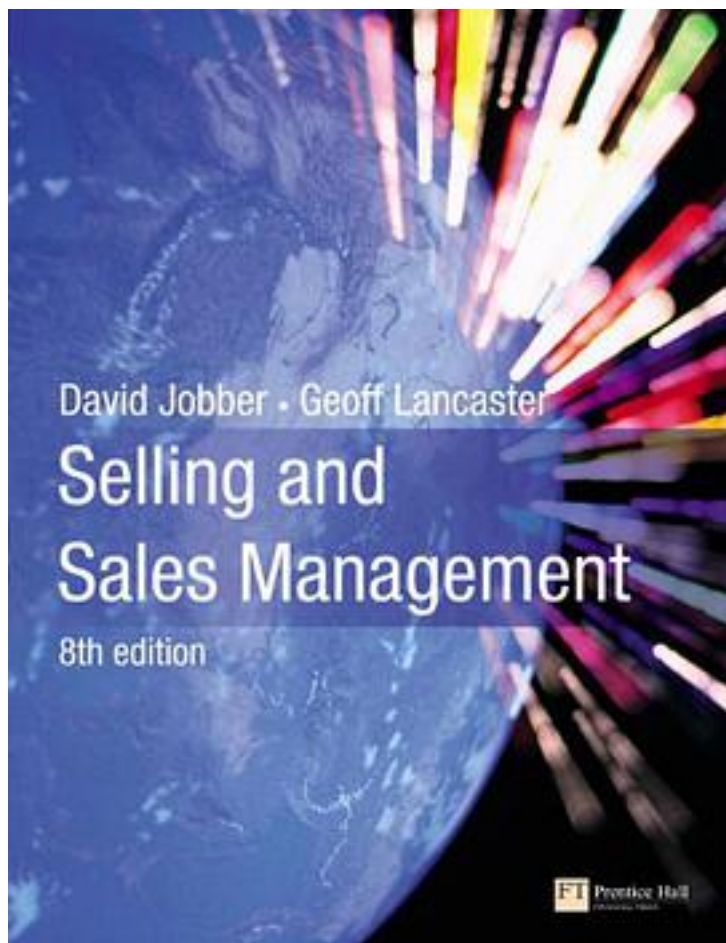


Selling and Sales Management



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在线阅读本书

Selling and Sales Management 8/e is essential reading for all marketing and

management students and practitioners, in particular those with specific interests in the world of sales. The text is split into five logical parts: Sales Perspective, Sales Technique, Sales Environment, Sales Management and Sales Control. This edition places emphasis on international aspects of selling and sales management whilst also covering all of the important elements of the marketing mix. Topics covered include Sales Strategies, Key Account Management, Sales Forecasting and Budgeting, and the Role of Selling in Marketing.

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