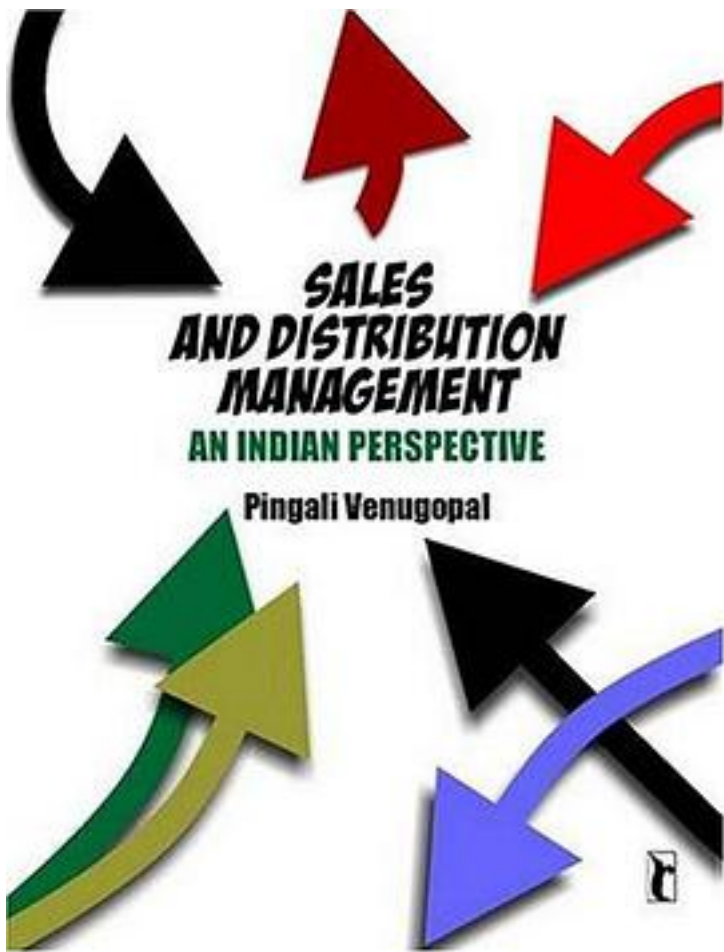


Sales and Distribution Management



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"Sales and Distribution Management: An Indian Perspective", adopts a customer-centric approach to sales and distribution management where strategic and operational decisions are made keeping the end consumer in mind. It develops a

framework to integrate the sales and distribution management functions with other marketing mix elements so that there is no overlap with other functions of the marketing department. This book also describes the service orientation required for selling different products and the importance of behavioral transactions that need to take place for a sale to complete. Generalized frameworks are built using examples from industrial products, consumer products and services.

作者介绍:

目录:

[Sales and Distribution Management_ 下载链接1](#)

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