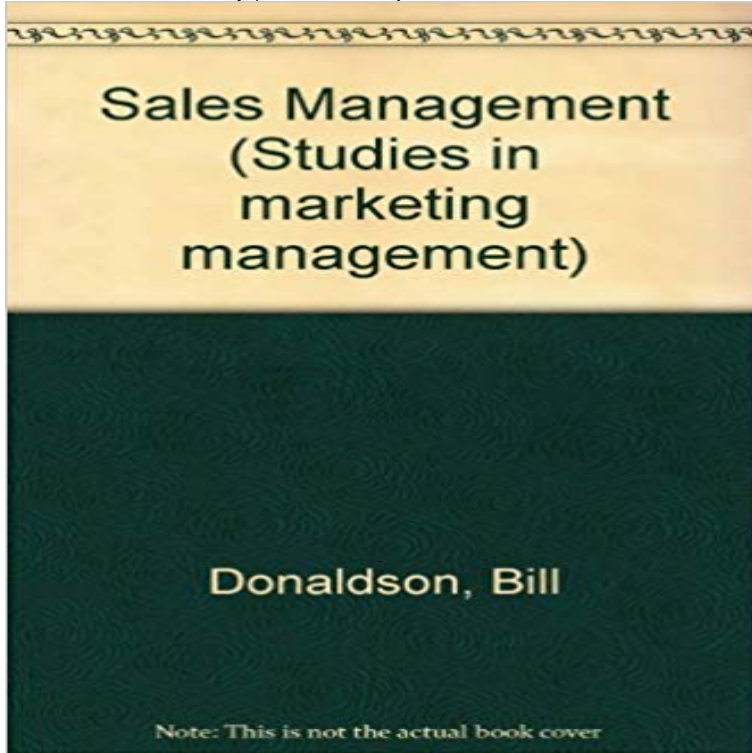


Sales Management (Studies in Marketing Management)



The primary aim of this book is to provide undergraduate students with a suitable UK text which enables them to understand the concepts involved in managing the sales force. It seeks to debate some of the key management questions as they apply to the sales function. An ELBS/LPBB edition is available.

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