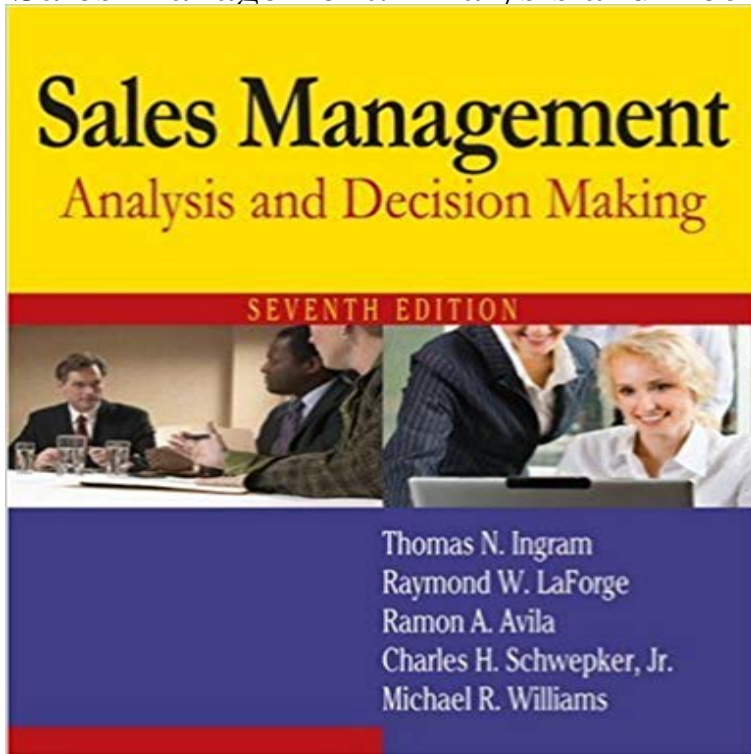


# Sales Management: Analysis and Decision Making



Revised throughout, this classic text blends the most current sales management research with real-life best practices of leading sales organizations. The authors teach sales management, and interact with sales management professionals on a regular basis. Their text focuses on the importance of employing different sales strategies for different consumer groups, as well as integrating corporate, business, marketing, and sales strategies. The seventh edition of Sales Management includes current coverage of the trends and issues in sales management, and equips students with a strong foundation and skills necessary for the 21st century. All-new opening vignettes introduce each chapter; the economical 10 chapter paperback format of the previous edition has been maintained. All the Sales Management in the 21st Century boxes have been revised, and new sales executives have been added to the Sales Executive Panel. To reflect the most recent thought and practice, the chapter on personal selling has been completely revised. All chapters have been revised to include important new topics and new company examples. To address important and contemporary sales management issues, the section of long case studies has been updated to include two new cases. Role-play exercises for ethical dilemmas and short cases are included at the end of each chapter. An Instructors Manual with learning objectives, a test bank, PowerPoint presentation materials, and more is available free as a CD or online to instructors who adopt the text.

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