



Sales Management: Strategy, Process and Practice

Bill Donaldson, Javier Marcos Cuevas, Régis Lemmens

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Professional Selling and Sales Management have become more complex and multifaceted than ever before, but also a more exciting and stimulating function and profession.

Sales Management provides a comprehensive introduction to selling and sales management. Packed full of insightful real-world case studies, the fully updated and revised fourth edition of this highly successful text includes new chapters on Defining and Implementing Sales Strategies and Key Account Management. The book features an increased emphasis on the practical approaches to Professional Selling and extensive up-to-date coverage of Motivation and Leadership of the Sales Force, Technology, Sales Training and Sales Performance.

With a wealth of international examples, it contains a unique combination of academic rigor and practical focus, based on the authors' invaluable combination of industry experience, expertise in sales consultancy and years of teaching and research in sales. It is the definitive text for undergraduate, postgraduate and MBA students of selling and sales management.

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