

Sales Management

This international textbook focuses on the strategic and operational aspects of sales management. With new material on coaching and motivating sales teams, sales skills and leadership are developed in this unique product. Sales Management teaches students how to gradually draw up a comprehensive sales plan: a process of analysing, learning, asking, brainstorming, writing, removing and reformulating. This comprehensive text provides core reading for students of sales and sales management globally.



Auf Anfrage

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781138150324

Medium: Buch

ISBN: 978-1-138-15032-4

Verlag: CRC Press

Erscheinungstermin: 26.08.2016

Sprache(n): Englisch

Auflage: 1. Auflage 2016

Serie: Routledge-Noordhoff

International Editions

Produktform: Gebunden

Gewicht: 1240 g

Seiten: 572

Format (B x H): 174 x 246 mm

