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Sales Management: Concepts and Cases, 10ed, ISV

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Description

Dalrymple's Sales Management arms sales managers with the tools to help their companies gain a competitive edge as well as acquire strategic advantages in their careers. With the tenth edition, they'll find streamlined coverage for easier readability and retention. Numerous new cases have been added and several others have been significantly updated. The majority of case studies at the beginning of each chapter have been reworked. The authors also present new and expanded discussions on sales network, customer life time value, solutions selling, marketing-sales interaction, and marketing-sales shared responsibilities. This material empowers sales managers to build a sales force, manage strategic relationships, and motivate the sales team.

About the Author

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William L. Cron received his BSBA from Xavier University and his MBA & DBA from Indiana University. He's a Professor of Marketing at the M.J. Neeley School of Business at Texas Christian University. His areas of expertise and research are Sales Management Issues

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