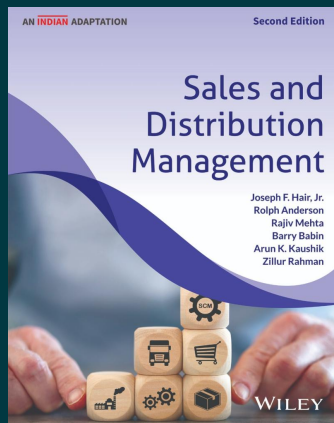




Sales and Distribution Management, 2ed (An Indian Adaptation)

By Joseph F. Hair, Jr., Rolph Anderson, Rajiv Mehta, Barry Babin, Arun Kaushik, Zillur Rahman

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Description

It presents core concepts using a comprehensive pedagogical framework – featuring real-world case studies, illustrative examples, and innovative exercises – to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills. In addition to thoroughly revising all chapters, this Indian edition features a set of six new chapters, focusing on distribution channels, retailing, wholesaling, distribution channel systems, logistics and supply chain management, and international sales and distribution management. Each chapter also incorporates an updated set of real business examples and cases situated in the Indian context.

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