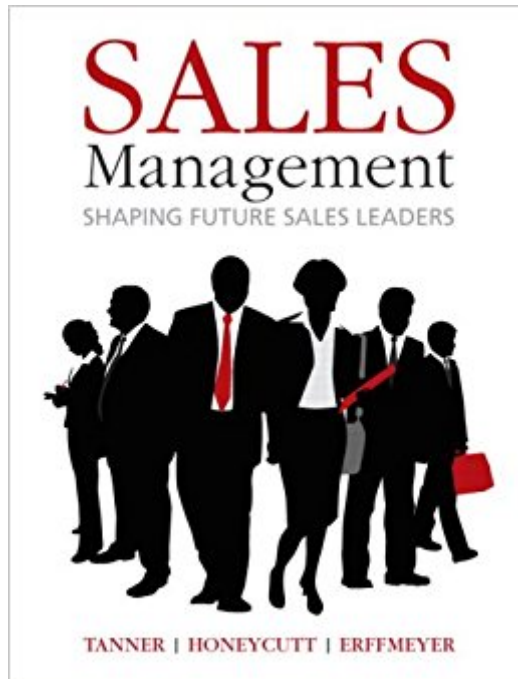




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Sales Management



Synopsis

Tanner is the only book on the market that prepares students to become effective sales managers in today's hyper-competitive, global economy by integrating current technology, research, and strategic thinking activities. KEY TOPICS: Strategic Planning; Sales Leadership; Analyzing Customers and Markets; Designing and Developing the Sales Force; Process Management; Measurement, Analysis, and Knowledge Management; Cases For anyone looking for an up-to-date book on sales management with an emphasis on CRM.

Book Information

Hardcover: 464 pages

Publisher: Prentice Hall; 1 edition (November 7, 2008)

Language: English

ISBN-10: 0132324121

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Product Dimensions: 8.3 x 0.9 x 10.2 inches

Shipping Weight: 2.3 pounds

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Thanks

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