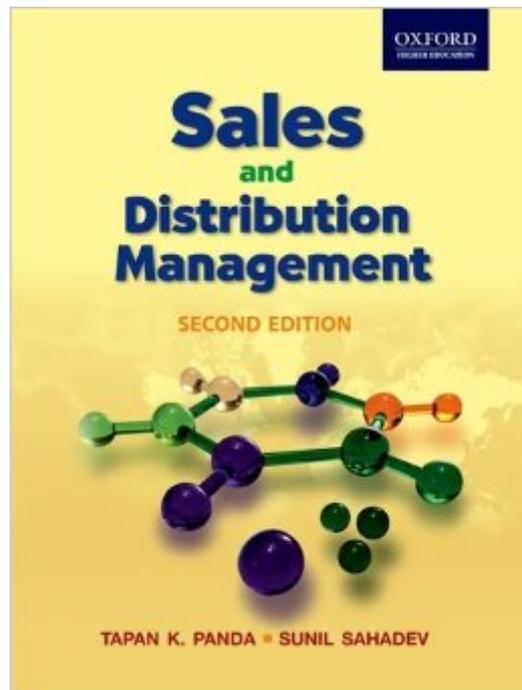


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Sales And Distribution Management, 2e



Synopsis

The second edition of Sales and Distribution Management has been revised to reflect the changes in the business environment and the industry since the first edition was published. It has been updated with four new chapters on sales force automation, sales force control, channel information systems, and managing wholesalers and franchisees. It provides in-depth coverage of four key components of sales and distribution management-sales and sales force management, the sales organization and territory management, distribution channel design and strategies for their management, and the impact of product innovation and technology on practices of selling and distribution. The text includes classroom case studies as well as chapter-end concept review questions, critical thinking exercises, and project exercises.

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