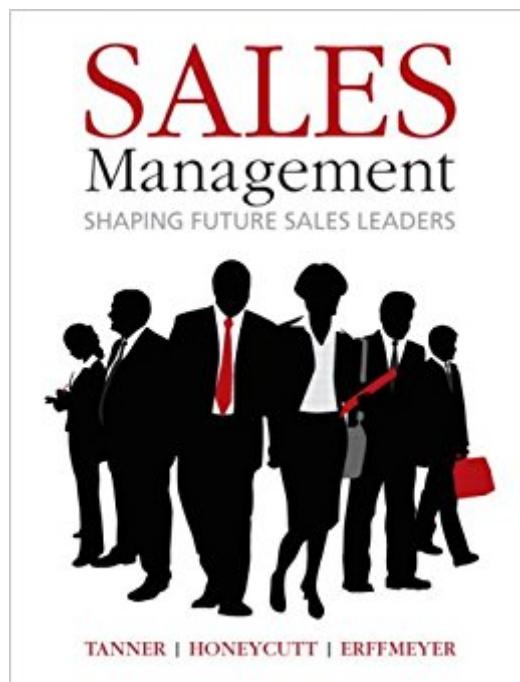


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Sales Management



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

ISBN-13: 978-0132324120

Product Dimensions: 8.3 x 0.9 x 10.2 inches

Shipping Weight: 2.3 pounds

Average Customer Review: 3.9 out of 5 stars 7 customer reviews

Best Sellers Rank: #169,894 in Books (See Top 100 in Books) #44 in Books > Textbooks > Business & Finance > Sales #350 in Books > Textbooks > Business & Finance > Marketing #519 in Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

Water damage, MOLD!!!!

who likes school books anyways?

This book worked out well for me

Just what I needed for class.

Nice book for beginners

Thanks

Overall, the book was in pretty good condition. It also got here pretty quickly so I would recommend it to anyone who needs this for a class.

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