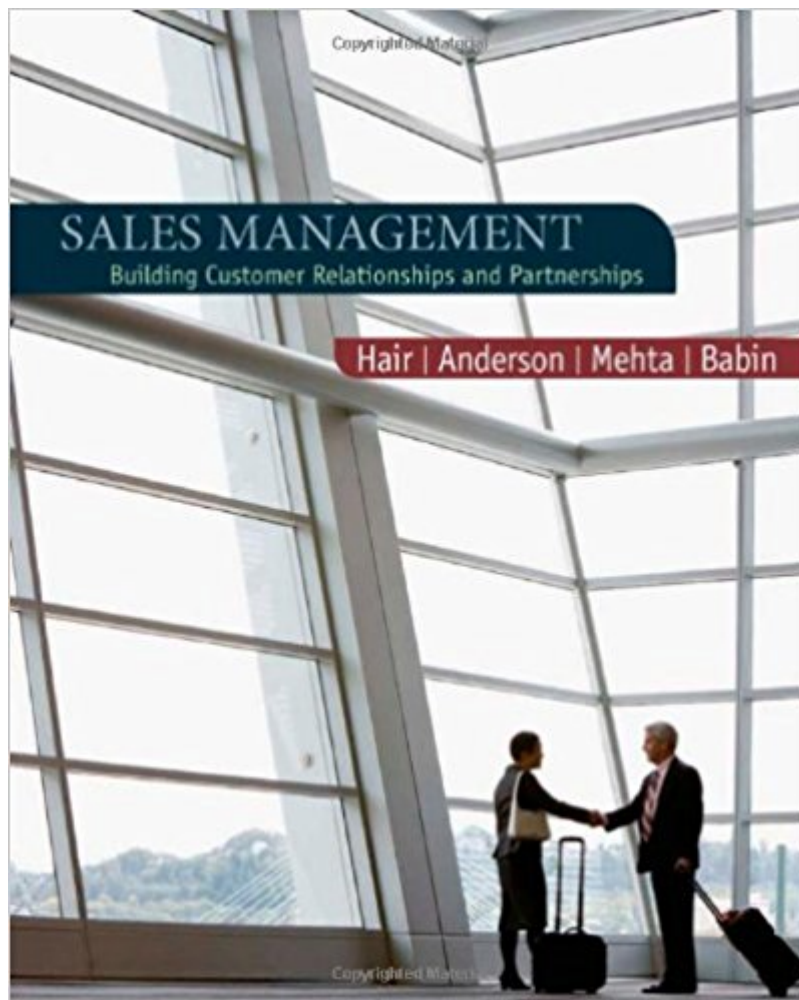




Ebook Directory
the best source of ebook

The book was found

Sales Management: Building Customer Relationships And Partnerships



Synopsis

Sales Management: Building Customer Relationships and Partnerships is designed to cover all of the basic topics in sales management while emphasizing customer loyalty, customer relationship management, and the effects of technology on the sales function. Because of advances in telecommunications technology, the traditional role of sales managers is evolving toward managing sales people across multiple channels that contact and service customers through a variety of methods. The text reflects current trends and is designed to prepare students for the additional management responsibilities they are likely to encounter in the real world.

Book Information

Hardcover: 560 pages

Publisher: Cengage Learning; 1 edition (February 12, 2008)

Language: English

ISBN-10: 0618721010

ISBN-13: 978-0618721016

Product Dimensions: 10 x 8 x 1 inches

Shipping Weight: 2.5 pounds

Average Customer Review: 4.4 out of 5 stars 4 customer reviews

Best Sellers Rank: #95,500 in Books (See Top 100 in Books) #31 in Books > Textbooks >

Business & Finance > Sales #236 in Books > Textbooks > Business & Finance > Marketing

#341 in Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

Joseph Hair is Professor of Marketing at Kennesaw State University. He previously held the Alvin C. Copeland Endowed Chair of Franchising and was Director, Entrepreneurship Institute, Louisiana State University. Hair also held the Phil B. Hardin Chair of Marketing at the University of Mississippi. He has taught graduate and undergraduate marketing, sales management, and marketing research courses. Hair has authored more than 40 books and more than 80 articles in scholarly journals. He has also participated on many university committees and has chaired numerous departmental task forces. He serves on the editorial review boards of several journals. He is a member of the Academy of Marketing Science, American Marketing Association, Society for Marketing Advances, and Association for Marketing and Healthcare Research. He was selected as the 2011 AMS CUTCO/VECTOR Distinguished Marketing Educator, as the 2007 Innovative Marketer of the Year by the Marketing Management Association, and was the 2004 recipient of the Academy of

Marketing Science Excellence in Teaching Award. Hair holds a bachelor's degree in economics, a master's degree in marketing, and a doctorate in marketing, all from the University of Florida. He also serves as a marketing consultant to businesses in a variety of industries ranging from food and retail to financial services, health care, electronics, and the U.S. Departments of Agriculture and Interior. Rajiv Mehta (PhD, Drexel University) is Associate Professor of Marketing at New Jersey Institute of Technology, Newark, NJ. Dr. Mehta has published articles on sales management, channel management, and international marketing in major marketing journals. He has also received awards for excellence in research and teaching. Barry J. Babin has authored over 70 research publications in some of the most prestigious research periodicals, including the JOURNAL OF MARKETING, THE JOURNAL OF CONSUMER RESEARCH, THE JOURNAL OF BUSINESS RESEARCH, THE JOURNAL OF RETAILING, PSYCHOLOGICAL REPORTS, PSYCHOLOGY AND MARKETING, and THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. Babin is currently Max P. Watson, Jr., Professor of Business and chair of the department of marketing and analysis at Louisiana Tech University. He has won numerous honors for his research, including the Louis K. Brandt Faculty Research Award from the University of Southern Mississippi (on three occasions), the 1996 Society for Marketing Advances (SMA) Steven J. Shaw Award, the 1997 Omerre Deserres Award for Outstanding Contributions to Retail and Service Environment Research, and the Academy of Marketing Science's Harold W. Berkman Distinguished Service Award. He is a former president of the Academy of Marketing Sciences and the Society of Marketing Advances, and he currently serves the marketing editor for the JOURNAL OF BUSINESS RESEARCH. Babin's research focuses on the effect of the service environment in creating value for employees and customers. His expertise is in building and understanding value that leads to long-lasting, mutually beneficial relationships with employees and customers. His primary teaching specialties involve consumers and service quality, marketing research, and creative problem solving. A frequent international lecturer, he has presented in Australia, South Korea, France, Germany, New Zealand, South Africa, Canada, Sweden, and the United Kingdom.

Everything was straightforward and renting was super affordable, especially here compared to my bookstore. I would recommend.

take a little longer to shipping , a little old the book :D in general , it is okay , hope after i finished , i can resale

Quick service. Received exactly when promised. Book was like brand new. Love when it goes that way!!Would purchase from this seller again. Thanks!

The condition of the used book was excellent and just what I expected-thanks! The value was ok for a used book-the only poor rating would be on ship time-to long! Thanks!

[Download to continue reading...](#)

Sales Management: Building Customer Relationships and Partnerships Sales Eats First: How Customer-Motivated Sales Organizations Out-Think, Out-Offer, and Out-Perform the Competition How to contact customer service by phone and website -: (customer service phone, Screenshots included for website! BONUS AT THE END) Customer Service: Career Success Through Customer Loyalty (6th Edition) Smart Sales Manager: The Ultimate Playbook for Building and Running a High-Performance Inside Sales Team Inside Sales Predictability: 7 insider secrets to building a predictable and scalable real estate business with inside sales Life Insurance Sales Success Formula: A Comprehensive Guide to Building a Successful Life Insurance Sales Career 42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams That Deliver Quantum Results Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books) Sales Management. Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value Customer-Driven Project Management : Building Quality into Project Processes Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value Customer Centered Selling: Sales Techniques for a New World Economy Selling: Building Partnerships (Irwin Marketing) Selling: Building Partnerships Information Power: Building Partnerships for Learning Quantum Leadership: Building Better Partnerships for Sustainable Health Selling: Building Partnerships (Irwin/Mcgraw-Hill Series in Marketing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)