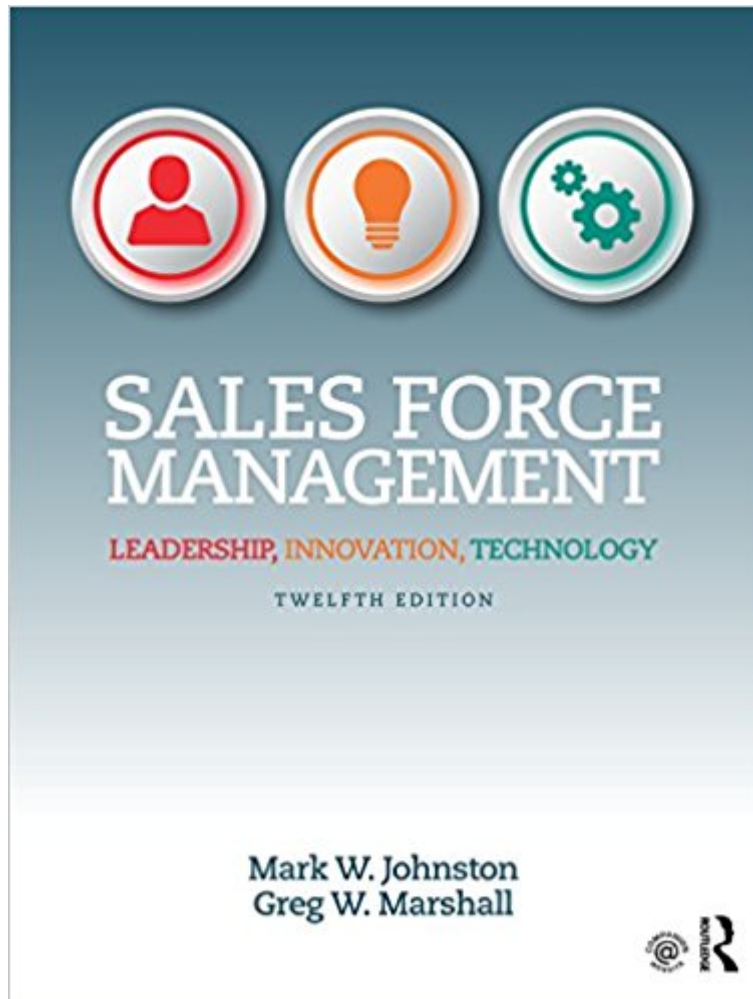


The book was found

Sales Force Management: Leadership, Innovation, Technology



Synopsis

In this latest edition of *Sales Force Management*, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book's reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It's a contemporary classic, fully updated for modern sales management practice. Pedagogical features include:

- Engaging breakout questions designed to spark lively discussion
- Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom
- Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers
- New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales
- Role Plays that enable students to learn by doing
- A selection of comprehensive sales management cases on the companion website
- A companion website, featuring an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors, will be coming soon. Please contact Routledge's sales team for advance access to the materials.

Book Information

File Size: 17493 KB

Print Length: 494 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 12 edition (April 14, 2016)

Publication Date: April 14, 2016

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B01EAHZO9U

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #355,955 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #171

in Kindle Store > Kindle eBooks > Business & Money > Industries > Customer Relations #587

Customer Reviews

Well-written textbook. I had the Kindle version and it was frustrating that the table of contents lacked any lower-level detail so jumping from section to section was annoying. Otherwise, provided excellent detail and linked the selling process well with today's marketing environment.

It is a pretty good book, but KINDLE (or whoever is in charge of this) PLEASE PUT ACTUALLY PAGE NUMBERS. I seriously had assignments that were a lot harder just because the teacher listed page numbers. What do I see instead of page numbers? 1243325423 of 12342343245646 (WTF). Now for the positive, it was cheap for the amount of time that I used it, and I did recommend to my friends who also saved money because of this. Great product, thanks for uploading it to Kindle.

Simply incredible. I came accross this text some two years ago and had the hard copy shipped to Jamaica. Someone else must have thought it was great too and so they stole it. I was preparing for a new sales managemet role and needed some insight. I bought tge book for the second time but this time the Kindle version. I find to text to be extremely thorough yet practical. The principles can be applied to every possible salesforce regardless of product offerings. One of the best investments I have ever made.

This book is full of ideas for B2B sales representatives. I could not put it down once I started reading.

Well written easy to understand. It's a must have for any sales force trainee recommend for college students and graduates.

It is an excellent book. It is very easy to read and comprehensive. I like it, I recommend this book.

Comprehensive overview of sales management responsibilities with up-to-date examples.

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

Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips,

sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) Sales Force Management: Leadership, Innovation, Technology Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) The Leadership Pipeline: How to Build the Leadership Powered Company (J-B US non-Franchise Leadership) Essentials of Nursing Leadership & Management (Whitehead, Essentials of Nursing Leadership and Management) The Jossey-Bass Handbook of Nonprofit Leadership and Management (Essential Texts for Nonprofit and Public Leadership and Management) Leadership: Become A Super Leader - Management, Management Skills, Communication & Coaching (Business Skills, Influence, Persuasion, Body Language, Leadership Skills, Emotional Intelligence) Force: Dynamic Life Drawing for Animators (Force Drawing Series) Force: Character Design from Life Drawing (Force Drawing Series) Sales Management. Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team Blockchain: The Comprehensive Guide to Mastering the Hidden Economy: (Blockchain Technology, Fintech, Financial Technology, Smart Contracts, Internet Technology) Sales Force Design For Strategic Advantage Management: Take Charge of Your Team: Communication, Leadership, Coaching and Conflict Resolution (Team Management, Conflict Management, Team Building, ... Team Motivation, Employee E) The Innovation Expedition: A Visual Toolkit to Start Innovation The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation) The Pursuit of Power: Technology, Armed Force, and Society since A.D. 1000

[Dmca](#)