

Sales Management: Analysis and Decision Making

By Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., Michael R. Williams

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The new 9th edition of *Sales Management* continues the tradition of blending the most recent sales management research with real-life "best practices" of leading sales organizations. The authors teach sales management courses and interact with sales managers and sales management professors on a regular basis. Their text focuses on the importance of employing different sales strategies for different consumer groups, as well as integrating corporate, business, marketing, and sales strategies. *Sales Management* includes current coverage of the trends and issues in sales management, along with numerous real-world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions.

Key changes in this edition include:

- Updates in each chapter to reflect the latest sales management research, and leading sales management trends and practices
- An expanded discussion on trust building and trust-based selling as foundations for effective sales management
- All new chapter-opening vignettes about well-known companies that introduce each chapter and illustrate key topics from that chapter
- New or updated comments from sales managers in "Sales Management in the 21st Century" boxes

An online instructor's manual with test questions and PowerPoints is available to adopters.

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Editorial Review

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