



Sales Management: Analysis and Decision Making

By Thomas N Ingram, Raymond W. LaForge, Charles H. Schwepker, Michael R Williams

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Revised throughout, this classic text blends the most current sales management research with real-life 'best practices' of leading sales organizations. The authors teach sales management, and interact with sales management professionals 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. The seventh edition of "Sales Management" includes current coverage of the trends and issues in sales management, and equips students with a strong foundation and skills necessary for the 21st century. All-new opening vignettes introduce each chapter; the economical 10 chapter paperback format of the previous edition has been maintained. All the 'Sales Management in the 21st Century' boxes have been revised, and new sales executives have been added to the Sales Executive Panel. To reflect the most recent thought and practice, the chapter on personal selling has been completely revised. All chapters have been revised to include important new topics and new company examples. To address important and contemporary sales management issues, the section of long case studies has been updated to include two new cases. Role-play exercises for ethical dilemmas and short cases are included at the end of each chapter. An Instructor's Manual with learning objectives, a test bank, PowerPoint presentation materials, and more is available free as a CD or online to instructors who adopt the text.

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Editorial Review

About the Author

Thomas N. Ingram (Ph.D., Georgia State University) is department chair and professor of marketing at Colorado State University. Before commencing his academic career, he worked in sales, product management, and sales management with Exxon and Mobil. Tom is a recipient of the Marketing Educator of the year award given by Sales and Marketing Executives International (SMEI). He was honored as the first recipient of the Mu Kappa Tau National Marketing Honor Society recognition award for Outstanding Scholarly Contributions to the Sales Discipline. On several occasions, he has been recognized at the university level for outstanding teaching. Tom has served as the editor of Journal of Personal Selling and Sales Management, chair of the SMEI Accreditation Institute, and as a member of the Board of Directors of SMEI. He is the editor of Journal of Marketing Theory and Practice. Tom's primary research is in personal selling and sales management. His work has appeared in the Journal of Marketing, Journal of Marketing Research, Journal of Personal Selling and Sales Management, and Journal of the Academy of Marketing Science, among others. He is the co-author of The Professional Selling Skills Workbook and Marketing Principles a Perspectives, and co-editor of Emerging Trends in Sales Thought and Practice.

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