



# Selling & Sales Management

*David Jobber, Geoff Lancaster*

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This best-selling textbook, *Selling and Sales Management*, now in its sixth edition, has been revised and updated to take account of recent developments in the theory and practice of selling. *Selling and Sales Management* is logically structured in five parts covering the sales perspective - the role of selling within the wider context of marketing; the sales techniques - the practice of selling; the sales environment - sales channels; sales management - recruitment, training, motivation and organisation; and sales control - budgets, salesforce evaluation and sales forecasting. The book is ideal for all students on sales management, marketing and business studies courses as well as field salespeople and sales managers. The book is essential reading for students taking the CIM Certificate in Selling, the Advanced Certificate in Sales Management, and those taking professional studies examinations for CAM, the Institute of Sales and Marketing Management and LCCI. This edition continues to place emphasis on the international aspects of selling and sales management to reflect the importance of international markets to companies. Updates to the book include: \*A new chapter on Internet and Information Technology Applications in Sales, which includes a section on Customer Relationship Management. \*A chapter devoted to Direct Marketing. \*Many new and updated case studies. \*An expansion of the "Selling and Sales Management in Action" case histories. \*An expansion on Ethics in Sales. \*A new section on Leadership within the Motivation and Training chapter. \*Coverage of selling as a career. David Jobber is Professor of Marketing at Bradford University as well as being on the editorial board of a number of selling and sales management journals. Geoff Lancaster is Professor of Marketing at London Metropolitan University, and Chairman of Durham Associates Ltd. He is also Chief Examiner of the Institute of Sales and Marketing Management.

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