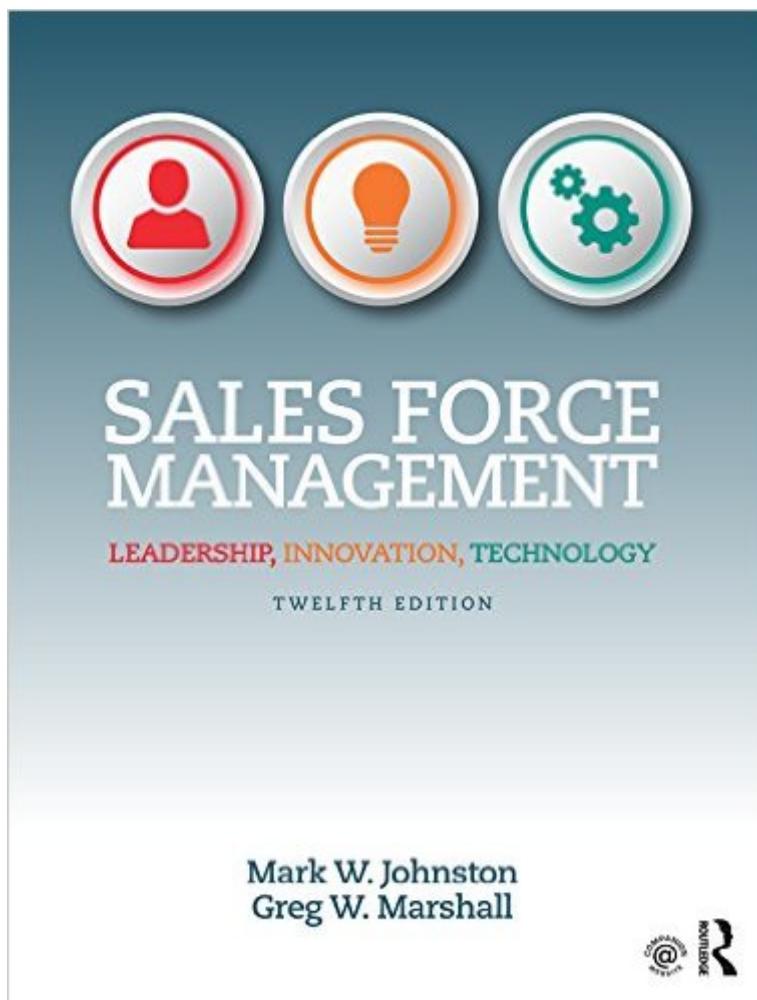


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# Sales Force Management: Leadership, Innovation, Technology



## **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**

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## 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.

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