Sales Management: Building Customer Relationships And Partnerships
Synopsis
Sales Management: Building Customer Relationships and Partnerships is designed to cover all of
the basic topics in sales management while emphasizing customer loyalty, customer relationship
management, and the effects of technology on the sales function. Because of advances in
telecommunications technology, the traditional role of sales managers is evolving toward managing
sales people across multiple channels that contact and service customers through a variety of
methods. The text reflects current trends and is designed to prepare students for the additional
management responsibilities they are likely to encounter in the real world.

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