



S. A. ENGINEERING COLLEGE

(An Autonomous Institution, Affiliated to Anna University, Chennai -600 025)

ANNA UNIVERSITY: CHENNAI 600 025

DEPARTMENT OF
ELECTRONICS AND COMMUNICATION ENGINEERING

PROJECT TITLE: GLOBAL SALES ANALYTICS.

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LITERATURE SURVEY ON GLOBAL SALES ANALYTICS

TITLE AND AUTHOR(S)	YEAR	FINDINGS
<p>Sales management : A global perspective</p> <p>Authors: John B Ford,Earl Honeycutt,Antonis Simintiras</p>	2003	<p>As sales managers are encouraged to manage increasingly global territories, the art of selling becomes complicated and the rules of negotiation more diverse. This absorbing book considers the many facets of cross-cultural sales management, to provide salespeople and managers with a guide to making the most of the global sales force. Topics covered include:</p> <ul style="list-style-type: none"> * cross-cultural negotiations* hiring, training, motivating and evaluating the international sales force* Customer Relationship Management (CRM)* sales territory design and management. <p>Included in the book are ten international case studies designed to give sales students, salespeople and their managers an explanation of diverse cultures and the dilemmas, situations and opportunities that arise when selling across borders. The experienced international authors have brought together the most up-to-date information on the global marketplace - a subject neglected by many other texts. While still tackling sales from a managerial perspective, its cross-cultural approach makes it essential reading for those wishing to succeed in global sales.</p>
<p>Global sales manager leadership styles: The impact of national culture</p> <p>Authors: Trina Larsen, Bert Rosenbloom, Rolph Anderson, Rajiv Mehta</p>	2000	<p>Applying the most effective leadership style (participative, supportive, directive, or achievement-oriented) in specific cultural environments can provide global sales managers with powerful tools for successfully managing their diverse salespeople on a global basis. This conceptualization seeks to advance our current understanding of sales manager leadership by developing research propositions and a leadership style-national culture matrix for future testing to suggest the appropriate leadership style to use in different cultural settings.</p>
<p>Global sales and contract law</p> <p>Authors: Ingeborg Schwenzer, Pascal Hachem, Christopher Kee</p>	2012	<p>Although the 1980 United Nations Convention on Contracts for the International Sale of Goods (CISG) is one of the most successful international conventions to date, it remains the case that those involved in the international sale of goods must refer to a multitude of laws. Indeed the CISG itself does not cover all issues relating to international sales contracts, so it must necessarily be supplemented by domestic law. Global Sales and Contract Law provides a truly comparative analysis of domestic laws in over sixty countries so as to deliver a global view of domestic and international sales law.</p>

<p>A global perspective on the current state of sales education in the college curriculum</p> <p>Author: Dawn R Deeter-Schmelz, Karen Norman Kennedy</p>	2011	<p>In developing on-going customer relationships required in a global business world, twenty-first-century businesses are demanding greater numbers of well-trained, entry-level sales representatives while at the same time expecting higher levels of professionalism and skill from these salespeople. With increased focus on professional selling, we address the question: has the delivery of sales education at universities evolved in response to current demands? This research assesses the current state of sales education in domestic and international universities by surveying department chairs and sales faculty to determine what courses are being taught, what pedagogical techniques are being used, and what are the concerns facing departments in the delivery of sales education</p>
<p>Electric cars fend off supply challenges to more than double global sales</p> <p>Authors: Leonardo Paoli, Timur Gül</p>	2002	<p>In the world of clean energy, few areas are as dynamic as the electric car market. In the whole of 2012, about 130 000 electric cars were sold worldwide. Today, that many are sold in the space of a single week. Growth has been particularly impressive over the last three years, even as the global pandemic shrank the market for conventional cars and as manufacturers started grappling with supply chain bottlenecks. In 2019, 2.2 million electric cars 1 were sold, representing just 2.5% of global car sales. In 2020, the overall car market contracted</p>
<p>Global sales of oral antibiotics formulated for children</p> <p>Authors: Grace Li, Charlotte Jackson, Julia Bielicki, Sally Ellis, Yingfen Hsia, Mike Sharland</p>	2020	<p>Antibiotic sales data for 2015 covering 74 countries and regional country groups were obtained from the MIDAS® pharmaceutical sales database, which includes samples of pharmacy wholesalers and retailers. The focus was on sales of child-appropriate oral formulations of Access antibiotics in the 2017 World Health Organization's WHO Model list of essential medicines for children. Sales volumes are expressed using a standard unit (ie one tablet, capsule, ampoule or vial or 5 mL of liquid). Sales were analysed by antibiotic, WHO region and antibiotic formulation.</p>
<p>International transactions in goods: global sales in comparative context</p> <p>Authors: Martin Davies, David V Snyder</p>	2014	<p>International Transactions in Goods: Global Sales in Comparative Context explains the complex transactional structures common in international sales, from both an international and a domestic legal perspective. In a straightforward, accessible style, this course book sets out typical business models and commercial practices, including sample legal and commercial documents, and outlining the laws that govern them</p>