**Design and Implementation of Sales Management Information System**

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| **刊名：** | Modern Applied Science, 2009, Vol.1 (4) |
| **来源数据库：** | Directory of Open Access Journals |
| **原始语种摘要：** | The sales works is one key stage in the whole enterprise operation, which importance is more and more obvious in the tide of market economy. !°Market surrounded by enterprises!± fully shows the sales center position in the enterprise activities. present, the enterprise sales management level and marketing system directly influence the sales situation of products and the benefits of productive operation. In this article, more than one year!?s operation of Jinan Refinery Sales Managemen System indicates that this sales management system is successful in the aspects of the reform of sales mode, the application of IC card and the join with MIS system of the factory. |

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| 来源：[[J]](javascript:void(0);).[Modern Applied Science](http://scholar.cnki.net/result.aspx?q=%e6%9d%a5%e6%ba%90%3a(Modern+Applied+Science)), 2009, Vol.1 (4)DOAJ |
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