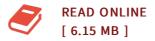




## Rethinking Sales Management: A Strategic Guide for Practitioners

By Rogers, Beth

Wiley, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: AcknowledgementsThis book draws on research and contributions from universities and institutions in over 20 countries including the American Productivity and Quality Center, the Caux Round Table, the Supply Chain Executive Board, AIDA Marketing e Formazione, United Professional Sales Association, Purchasing Management Association of Canada, the Association of the British Pharmaceutical Industry.ForewordFrom Neil Rackham, creator of SPIN Selling, lead author of "Rethinking the Salesforce" and Visiting Professor, Univeristy of Portsmouth Business SchoolIntroductionPART 1 - StrategyChapter 1 - The big pictureChapter 2 - The purchaser's viewChapter 3 - The B2B relationship development boxPART 2 - Using the relationship development boxChapter 4 - Strategic relationshipsChapter 5 -Prospective Relationships Chapter 6 - Tactical relationships: the power of low touchChapter 7 - Co-operative relationshipsChapter 8 - The end of relationshipsPART 3 - Focus for 21 st century sales managementChapter 9 - Reputation managementChapter 10 - Working with marketingChapter 11 -LeadershipChapter 12 - Process management.



## Reviews

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