



## The Management of Sales and Customer Relations: Book of Readings .

By Starkey, Michael W. (Editor)

Cengage Learning EMEA, UK. Softcover. Book Condition: New. First Edition. Available Now. Book Description: Presents a collection of key international articles in sales management with commentary from the editors. Covering the newer issues of business to business marketing, database marketing, customer service, direct selling, technological developments, interpersonal communication and precision marketing, the text shows not only how to manage these various facets of sales management effectively, but also how they can impact on the health of the business as a whole. -- Size: 22.8 x 15.4 x 2.2 cm. 362 pages. Quantity Available: 1. Category: Business, Finance & Marketing; Economics. ISBN: 1861523866. ISBN/EAN: 9781861523860. Inventory No: B198-1037.



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HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



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