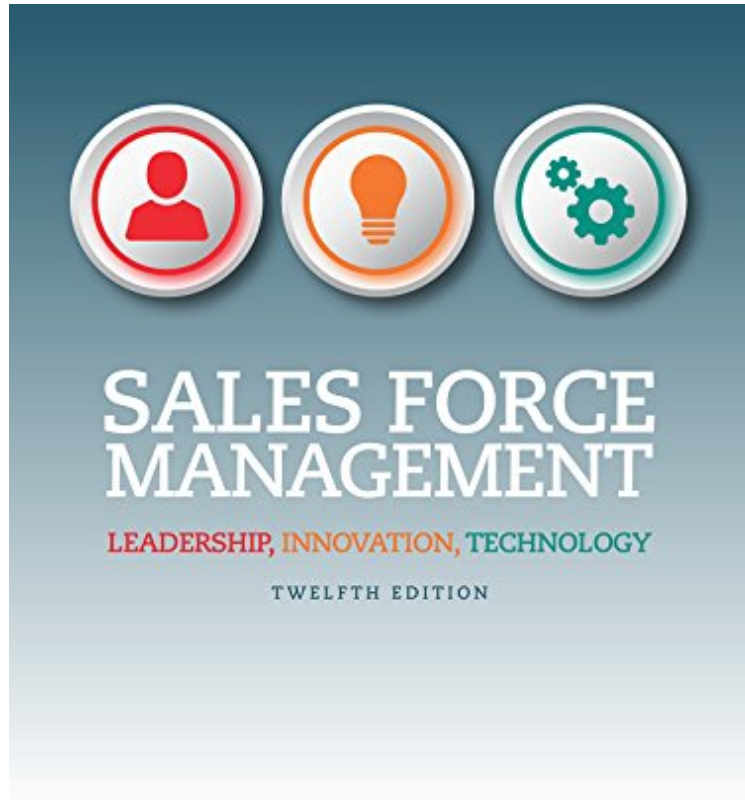


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Sales Force Management: Leadership, Innovation, Technology

Mark W. Johnston, Greg W. Marshall

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Mark W. Johnston
Greg W. Marshall



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book. I liked the mini cases, they made for good classroom discussion.

In this latest edition of *Sales Force Management*, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, increasing the book's reputation globally as the leading textbook in the field. The authors have strengthened the focus on managing the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics. It's a contemporary classic, fully updated for modern sales management practice. Pedagogical features include: Engaging breakout questions designed to spark lively discussion Leadership challenge assignments and mini-cases to help students understand and apply the principles they have learned in the classroom Leadership, Innovation, and Technology boxes that simulate real-world challenges faced by salespeople and their managers New Ethical Moment boxes in each chapter put students on the firing line of making ethical choices in sales Role Plays that enable students to learn by doing A selection of comprehensive sales management cases on the companion website A companion website features an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

'Finding academic textbooks that reflect the role of sales managers has been difficult. A gap between corporate sales management tasks and student learning approaches in the classroom has grown. Johnston and Marshall have filled this gap and provided a variety of opportunities to connect student learning, academic requirements, and practitioner realities.' Dena H. Hale, Southeast Missouri State University, USA 'This is a comprehensive text that delivers all you need to know about B2B selling from a personal selling and a sales management context. It is instructive with excellent supporting learning materials invaluable in the classroom. I will use this text in both my undergraduate and some postgraduate teaching.' Tony Douglas, Edinburgh Napier University, UK
About the Author
Mark W. Johnston is the Alan and Sandra Gerry Professor of Marketing and Ethics at Rollins College, USA. He is the co-author, with Greg W. Marshall, of *Contemporary Selling*, 5th edition, published by Routledge and the forthcoming *Routledge Companion to Selling and Sales Management*. Greg W. Marshall is the Charles Harwood Professor of Marketing and Strategy at Rollins College, USA. He is the co-editor, with Mark W. Johnston, of *Contemporary Selling*, 5th edition, published by Routledge and the forthcoming *Routledge Companion to Selling and Sales Management*.