



Sales and Distribution Management

By Bholanath Dutta

I.K. International Publishing House Pvt. Ltd., 2011. Paperback. Book Condition: New. 16cm x 24cm. Sales management is attainment of an organization's sales goals in an effective and efficient manner through planning, staffing, training, leading and controlling organizational resources. Revenue, sales, and sources of funds, fuel organizations and the management of that process is the most important function. Salesmanship today covers a wide range of activities and constitutes an integral part of management. It also offers wide scope for development in future. Physical distribution is one of the four elements of the marketing mix. An organization involved in the process of making a product or service available for consumer or business user. Development of technology distribution has undergone massive changes and become very cost-effective. This book comes as handy for students as it covers all the conventional and contemporary concepts and strategies related to sales and distribution management.



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