



Sales & Distribution Management

By Amar Jyoti

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This volume is a comprehensive textbook specially designed to meet the requirements of management students specializing in sales and distribution. It highlights the major decision areas within sales and distribution and provides analytical models and approaches that will facilitate decision making. It gives an exposure to key concepts, theories and recent developments in sales and distribution and illustrates their applicability in tackling the challenges in business. Students shall find this book extremely useful for its treatment of the sales organization, sales management, territory management, designing a distribution system and distribution management.

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