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of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham offer an alternative to the traditional American focused Essentials of Marketing Management by Geoffrey Lancaster - The book continues to place emphasis on global aspects of selling and sales management. Topics covered include technological applications of selling and sales management, ethics of selling and sales management, systems selling and a comprehensive coverage of key account management. Pearson - Selling and Sales Management 10th edn, 10/E ... -

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