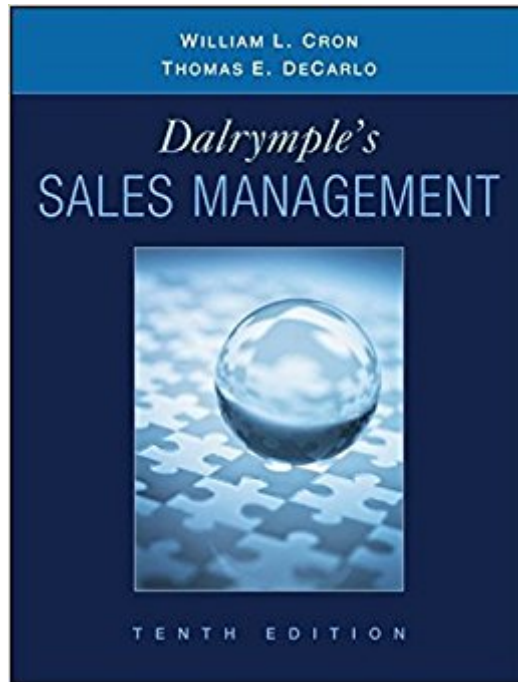




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Dalrymple's Sales Management: Concepts And Cases



Synopsis

Easily accessible, real-world and practical, Dalrymple's Sales Management 10e by Cron and DeCarlo introduces the reader to the issues, strategies and relationships that relate to the job of managing an effective sales force. With a lively and engaging style, this book places emphasis on developing a sales force program and managing strategic account relationships. With additional information on team development, diversity in the work force, problem-solving skills, and financial issues, this title provides a complete guide for taking student past the classroom and into a future career in sales management.

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Go Beyond the Classroom and Enter into a Future in Sales Management with this Complete Guide for Managing an Effective Sales Force Easily accessible, real-world and practical, the Tenth Edition of Dalrymple's Sales Management: Concepts and Cases introduces students to the issues, strategies, and relationships that relate to both the development of a sales force program and the management of strategic account relationships. Featuring real-world examples, including a new running case based on the fictional Shield Financial Company, students will have a rich foundation for work in sales management. New and Hallmark Features: New running case introduced in Chapter 1 and carried throughout the text. New and expanded coverage of Sales Networks, Customer Lifetime Value (CLV), Solutions Selling, Marketing-Sales Interaction, and Marketing-Sales Shared Responsibilities. More than 50 percent of the cases are new or significantly reworked. Over 20 new team exercises for in-class discussion. Streamlined chapter discussions for easier reading

and retention. Strong coverage of the role of strategic thinking and how the sales force helps in creating customer value and competitive advantage.

William L. Cron received his BSBA from Xavier University and his MBA & DBA from Indiana University. He's a Professor of Marketing at the M.J. Neeley School of Business at Texas Christian University. His areas of expertise and research are Sales Management Issues, Marketing Strategy--Planning for Growth & Profits, and Wholesaling Management Issues. He's received the following awards: Graduate Teaching Award - Electives, M. J. Neeley School of Business, 2003, Carl Sewell Distinguished Service to the Community Award, Edwin L. Cox School of Business, 1999., Excellence in Manuscript Reviewing Award, the Journal of Personal Selling and Sales Management, 1994., Nominated for Jagdish N. Sheth Award for Best Articles, Journal of the Academy of Marketing Science, 1993. Bill has also done consulting with companies such as American Association for HomeCare, Baylor Health System, Bristol- Myers Squibb, and GTE.

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