

Advertising And Sales Management

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EBOOK: Marketing Management - Christian Homburg 2012-12-16
Marketing Management: A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading researchers in Europe. The book offers students and practitioners the comprehensive coverage they

need to make the right decisions to create and implement highly successful marketing strategies. This exciting new edition includes updated cases and combines scholarly international research with relevant and contemporary examples from markets and brands across the world. The authors combine their experience as researchers

and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research, helping students to understand how marketing concepts can be applied and implemented. The book covers a full range of industries including business-to-customer, business-to-business, services marketing, retailing and international marketing from companies around the globe.

Advertising, Sales and Promotion Management - S. A. Chunawalla 2008

Between the covers, the book discusses the entire marketing communication package consisting of advertising, publicity, public relations, direct marketing and sales promotion. Apart from mass communication, person-to-person communication in the form of personal selling is also covered in sufficient details. The role of media and media planning has been elaborated. The working of advertising agencies too has been covered. Advertising copywriting both for print media and electronic

media has been discussed. In short, this book is a very useful companion for those interested in advertising, commu.

A Practical Approach to Sales Management - Kujnish Vashisht 2006

Sales Department Occupies A Strategically Most Important Position In The Present-Day Marketing Operations. The Increase In Quantum Of Business, Changing Demographics, Developed Information Technology And Awareness Of Rights And Privileges Of The Customers Have Prompted Growing Competition In Business. In The Changed Scenario, The Position Of Sales Manager Has Gained In Importance, Thereby Making The Study Of Sales Management In A Proper Perspective Indispensable For The Students Who Intend To Pursue A Managerial Career. The Present Book A Practical Approach To Sales Management Is A Complete Treatise On The Subject. Beginning With A Well-Researched Introduction To The Field, The Book Discusses

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All The Key Concepts Related To Sales. It Explicitly Lays Down The Objectives Of Sales Management Achievement Of Sufficient Sales Volumes, Contribution To Desirable Profits And Ensuring Continuous Growth For The Company, And Its Functions Sales Planning, Organising The Sales Effort, Coordination With Other Departments, Appointing And Training Sales Personnel, Motivating Sales Persons, Achieving Sales Targets, Administration And Control, To Name But A Few. The Role Of A Modern-Day Sales Manager Has Been Exclusively Presented In Detail With A View To Make The Students Highly Competent In Handling The Real Time Marketing Situations. The Other Important Concepts Of Sales Which Have Been Analytically Studied In The Present Book Include Marketing Policies On Sales, Market Demand And Sales Forecasting, Recruitment And Selection Of Sales Persons, Sales Training Programmes, Performance Evaluation, Sales Budget, Sales

Territories, Sales Control And Analysis, And Many Others. A Practical Approach To Each Topic, Well-Illustrated With Rich Examples From The Indian Sales Environment, Makes The Book Easily Accessible To The Average Readers. A Glossary Of Sales And Selling Terms Given In The Appendix Of The Book Is An Added Advantage Provided To The Readers Which Would Facilitate Them In Understanding Of The Subject. In Addition, Practical Case Studies And Analytical Questions As Well As Sales Quiz Provided At The End Of Each Chapter Would Help The Students Of Management In Self-Study And Self-Assessment. The Book Would Be Highly Useful To The Corporate Executives And Entrepreneurs Besides The Students And Teachers Of The Subject.

Seven Steps to Success for Sales Managers - Max F. Cates 2015-05-30

Master today's breakthrough strategy for developing and sustaining high-performance

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sales teams! Long-time sales team leader Max Cates shows how to go far beyond "old school," "command and control" sales management, unleashing the full power and energy of your salespeople through a participatory management approach that works. Drawing on 36+ years of sales and sales management experience, Cates presents proven tactics for: Developing your own mental toughness, emotional intelligence, strategic thinking, and promotability Becoming a true servant leader in sales: providing the right structure, challenges, respect, involvement, and support Hiring more effective and productive salespeople - including expert tips for interviewing, recruiting, reading body language, using data, and choosing amongst candidates Building winning teams that meet sales objectives and delight customers Empowering sales reps and teams in decision-making that increases sales productivity Measuring

individual and team performance towards objectives Keeping people on target without micro-managing them Promoting team growth and continual improvement Leveraging Six Sigma and the Deming Cycle to sustain success, morale, and performance And much more Seven Steps to Success for Sales Managers presents proven sales management tactics in a "bulletized" format that's easy to read - and just as easy to use. Cates combines decades of in-the-trenches experience with cutting-edge research on the latest sales trends and tactics. Whether you're a working sales manager, VP of sales, account team leader, executive MBA program participant, or aspiring sales manager, this guide will help you build an outstanding team, empower it, and lead it to sustained success.

Occupational Outlook Handbook - United States. Bureau of Labor Statistics 1976

Sales Management

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Essentials You Always Wanted To Know - Vishal

Desai 2022-04-08

· Do you want to know about various sales promotion tools to maximize sales revenue in your organization? · Are you looking for ways to handle conflict situations in sales management? · Do you want to know why sales force management is so important? Sales Management Essentials You Always Wanted To Know is a ready reckoner on sales management fundamentals and their practical applications! Sales Management Essentials contains everything you need to know about Sales Management! In this book, you will learn why (and how) sales and marketing are different and the wide range of sales channels you can use to sell your products. If you've been focused on only selling your product and not your product concept, this book will teach you how. (Yes, there's a difference!) If you want to conduct sales promotions and need effective sales promotion techniques, this book will

provide what you require. This book will help you to: ·

Understand all aspects of sales management functions · Learn how to manage the sales channels and sales-force ·

Discover the relationship between sales and marketing ·

Study various selling tools, sales techniques, and sales strategies ·

Explore various sales promotion activities to increase sales ·

Learn channel conflict management and resolution skills The book is an ideal pick for young managers, entrepreneurs, and graduate

students who wish to acquaint themselves with all the aspects of sales management. It is also

an excellent teaching aid for the academic fraternity and industry professionals. About

the Series Sales Management Essentials is part of the Self-Learning Management Series

that is designed to help students, professionals, and entrepreneurs learn essential

management lessons. This series of books is written by industry experts who have

combined their vast work experiences into relevant,

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concise, and practical handbooks that appeal to learners from all spheres of life.

Advertising, Marketing and Sales Management -

Jogender Mehta 2008-01-01

The present book Advertising, Marketing and Sales Management takes into consideration the different academic aspects for undergraduate and post-graduate students studying marketing and sales management in universities and management institutes. Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand in a manner that will achieve the company's objectives. Any activity or resource the firm uses to acquire customers and manage the company's relationships with them is

within the purview marketing management. This work opens up a new dimension in the era of marketing and sales management. This book would be of great help to managerial practitioners at any organisational level who are responsible for a function, department or set of responsibilities. This text is suitable for class adoption and for distribution at management courses. This book is an indispensable addition to the library.

Salesmen in Marketing Strategy - Leverett Samuel Lyon 1926

"This book may be of use to three classes of readers : college and university students, sales managers and salesmen, and economists. Economists, because of their increasing interest in realism may find in it some aid in an adequate explanation of how values are made and exchanges effected. They may safely be left to use the book as their needs or wishes suggest. Sales managers may find some plans and thoughts new to them, but

I believe that its greatest value to such readers is in its analysis of the task of constructing and using a sales force and the relating of the use of this tool to a wider marketing strategy. Sales managers may wish to use it as a handbook or as a text for sales manager's classes. For teachers, a word more of explanation seems desirable. The volume was first planned and in part written while I was at the University of Chicago. It was reworked and practically completed during the two years that I was at Washington University, St. Louis. In both institutions I taught several types of marketing courses, in one of which a considerable section was devoted to salesmen. In dealing with salesmen, as in dealing with any of the administrative instruments of marketing, one major problem is the securing of a satisfactory combination of analysis, philosophy, description and "case" material. Examples alone may lack interpretation or they may need a more general statement

of setting than always accompanies them. Theoretical statements with no concrete illustrations seem to the student somewhat vague and unreal. Even worse, such statements may appear to pose as final principles that can be applied with little variation. A second problem of teachers is to present the use of salesmen in its true setting in the larger task of marketing administration. Salesmen seldom work unaided by advertising, mail communication or other support. As a part of the effort to overcome these difficulties in actual classroom work this book has emerged. It is offered to teachers of marketing and sales management in the hope that they may find in it a useful text, and to sales managers and other readers for the uses earlier suggested"--Preface.

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Advertising and Sales Management -

Fundamentals of Business Marketing Research - David

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Alan Reid 2004
Fundamentals of Business
Marketing Research examines
recent industrial/business
research, evaluates its current
effectiveness, and offers
suggestions for future use. This
unique book includes and is
based on Business Marketing:
A Twenty Year Review, a
thorough study of
industrial/business research
from 1978-1997 with critical
commenta

**Sales Management,
Marketing Policies, Sales
Campaigns Which Build Up
Trade, Training Yourself to
Sell, Developing and
Managing a Sales Force -**

Anonymous 2013-09
This historic book may have
numerous typos and missing
text. Purchasers can usually
download a free scanned copy
of the original book (without
typos) from the publisher. Not
indexed. Not illustrated. 1914
edition. Excerpt: ... PART I--
MARKETING PROBLEMS AND
THE SELLING PLAN Contact
and Confidence 'HE whole
business world rests on a
founda * tion of confidence.

When confidence is gone,
business is gone. Individual
salesmanship depends upon
confidence as much as any
other transaction in business. If
a man has confidence in you
and in your goods, you can sell
him. You cannot make many
sales where confidence is
lacking. If your prospect lacks
confidence in you, then your
entire efforts must go to
building up in his mind a
feeling of confidence. Lack of
confidence is usually due to
ignorance. Unless you know a
man well, you haven't
confidence in him. Unless you
know a business house well,
you haven't confidence in that
house. The greatest foe of
ignorance is publicity. The
saying that "publicity corrects
all abuses" is a true one.
Without a doubt, the greatest
force today in the interest of
confidence--in the interest of
credit, if you will--is
advertising. I CARRYING
CONVICTION TO THE BUYER
By George L. Louis IN law, the
burden of proof rests with the
plaintiff. The plaintiff must
bring the charge, and must

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sustain it. A conviction can only be determined upon the direct or circumstantial evidence that the plaintiff develops. In business these same principles are involved, and we find parallel conditions. The seller, the plaintiff, enters specific charges against the buyer, the defendant. It is alleged that the defendant is not clothing himself with the smartest, most serviceable, and most economical apparel; or that he does not consume the most nourishing cereal, ham or syrup; or that because he does not buy Blank's furniture or pianos, he is not equipping his home to the best advantage. But here the similarity between law and business stops abruptly. In law, the...

Handbook of Marketing Decision Models - Berend Wierenga 2008-09-05

Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet), online marketing (e-commerce)

and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models, but major progress has also taken place in existing types of marketing models. Handbook of Marketing Decision Models presents the state of the art in marketing decision models. The book deals with new modeling areas, such as customer relationship management, customer value and online marketing, as well as recent developments in other advertising, sales promotions, sales management, and competition are dealt with. New developments are in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets. **Advertising and Sales Management** - 2019

[Sales Management](#) - 1917

Selling & Sales Management -

Lisa Spiller 2021-09-01

Packed with engaging examples and case studies from companies including Amazon, IBM, and Pepsi, as well as unique insights from sales professionals across the globe, this comprehensive textbook balances research, theory, and practice to guide students through the art and science of selling in a fast-changing and digital age. The text highlights the emerging role of storytelling, sales analytics and automation in a highly competitive and technological world, and includes exercises and role plays for students to practice as they learn about each stage of the selling process. As well as its focus on selling, the text also provides students with essential sales management skills such as onboarding, coaching, mentoring, and leading salespeople, as well as managing sales pipelines, territories, budgets, systems, and teams when not in the field. Online resources are included to help instructors

teaching with the textbook, including PowerPoint slides and a testbank. Chapter overviews and teaching notes for the roleplays included in the text and suggested course projects and worksheets are also provided for instructors. Suitable for courses on selling and sales management at all college and university levels.

A Practical Approach to Marketing Management -

Kujnish Vashisht 2005

In The Modern World, Every Individual Indulges In Marketing Process In A Variety Of Forms And At All Places Be It Buying Of Goods Or Services, Dealing With Customers, Applying For A Job, Joining A Club, Drinking Tea Or Offering Coffee. In Fact, Marketing Is An Extensive Social And Managerial Process By Which Individuals And Groups Obtain What They Need And Want Through Creating, Offering And Exchanging Products Of Value With Others. Keeping In View The Increasing Importance Of Marketing, The Present Book A Practical Approach To

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Marketing Management Makes An In-Depth Study Of Marketing Management And Aims To Provide For The Ambitious Students A Comfortable, Genuine And Firm Grasp Of Key Concepts Of The Subject In A Pleasantly Lucid Style With A Minimum Of Jargon. The Main Attraction Of The Book Is The Manner In Which The Fundamentals Of Marketing Have Been Explained So As To Enable The Students Not Only To Acquire Theoretical Knowledge Of The Subject But Also To Apply Them When Needed In The Real Time Marketing Situations. The Present Book Includes In Its Wide Spectrum All The Core Concepts Of Marketing Relationship Between Exchange And Marketing; Dynamic Marketing Environment; Strategies Of Marketing Planning; Marketing Research And Information Systems; Demand And Sales Forecasting; Market Segmentation, Differentiation And Positioning; Branding And Packaging; Price Determination; Marketing

Channels; Retailing And Franchising; Advertising, Sales Promotion And Public Relations; Sales Management; Marketing In Service Sectors And International, Industrial And Rural Marketing, To Name But A Few. The Book Explicitly Explains The Consumer Behaviour And Social Responsibility Of Marketing And Analyses The Levels Of Competition Involved In Marketing. A Practical Approach To Each Topic, Well-Illustrated With Rich Examples From The Indian Marketing Environment, Makes The Book Easily Accessible To The Average Readers. In Addition, Practical Case Studies And Analytical Questions As Well As Marketing Quiz Provided At The End Of Each Chapter Would Help The Students Of The Management In Self-Study And Self-Assessment. The Book Would Be Highly Useful To The Corporate Executives And Entrepreneurs Besides The Students And Teachers Of The Subject.

The Fundamentals of Business-to-Business Sales & Marketing

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- John Coe 2004
Publisher Description
Sales Management - C.L.
Tyagi 2004
The Textbook Is Primarily
Written For Students Pursuing
Sales Management As A Main
Or As An Optional Paper In
Marketing Course. The Book
Covers Syllabus Of B.B.A.,
M.B.A. And P.G.D.B.M.
Marketing Executives And
Advertising Managers Can Also
Appraise Themselves Of The
Subject. The Book Has Been
Written In An Easy Language
And A Lucid Style. Latest
Models And Theories Are Very
Well Explained With Practical
Examples. Questions Set In The
Universities Are Given At The
End Of Each Chapter. Even
Professionals In Marketing,
Sales, Finance And
Production/Purchasing Would
Find This Easy-To-Understand
Book Valuable. The Main Topics
Covered In The Book Include
:Introduction; Salesmanship
And Themes Of Selling; Sales
Promotion; Marketing
Management; Physical
Distribution; Salesmen-
Recruitment; Personal Selling;

Wholesaling; Retailing;
Cooperative Selling; The Sales
Organisation; Marketing
Strategy In Personal-Selling;
Sales And Other Departments;
The Sales Manager; The Sales
Force Management; Training
In Sales; Remuneration Of
Sales Personnel; Motivation By
Sales Management; Sales
Field, Territories, Quotas And
Salesman S Report; Marketing
Policies; Market Measurement,
Sales Forecasting And Sales
Budget; Psychology Of Sales;
Techniques Of Selling; Sales
Talks; Sales Records.

**Sales Management. A ...
Guide to Modern Methods of
Marketing, Advertising,
Selling and Distribution** -
Cunliffe Lawrence Bolling 1933

**Dictionary of Marketing
Communications** - Norman A.
P. Govoni 2004
With over 4000 entries,
including key terms and
concepts covering advertising,
sales promotion, public
relations, direct marketing,
personal selling and e-
marketing, this text reflects the
changing dynamics of the

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marketing profession.

Advertising Management in a Digital Environment - Larry D. Kelley 2021-07-22

Advertising Management in a Digital Environment: Text and Cases blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of management. Divided into three core sections, the book provides a truly holistic approach to Advertising Management. The first part considers the fundamentals of advertising management, including leadership, ethics and corporate social responsibility, and finance and budgeting. The second part considers human capital management and managing across cultures, whilst the third part discusses strategic planning, decision making and brand strategy. To demonstrate how theory translates to practice in advertising, each chapter is illustrated with real-life case studies from a broad range of sectors, and practical

exercises allow case analysis and further learning. This new textbook offers an integrated and global approach to Advertising Management and should be core or recommended reading for undergraduate and postgraduate students of Media Management, Advertising, Marketing Management and Strategy, Communications and Public Relations. The applied approach provided by case study analysis makes it equally suitable for those in executive education and studying for professional qualifications. Advertising Marketing and Sales Management - Sanjeev Sinha 2009-01-01

Essentials of Marketing Management - Greg Marshall 2010-01-16

This is a textbook that instructors can connect with and students can learn from, in that it pulls them into the world of marketing through real-world applications. This textbook stays current by covering the hottest topics in

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this course area, such as Customer Relationship Management and Metrics, in a user-friendly, non-encyclopedic format. Marshall/Johnston's Essentials of Marketing Management has taken great effort to represent marketing management the way it is actually practiced in successful organizations today. In our view, leading and managing the aspects of marketing to improve individual, unit, and organizational performance—marketing management—is a core business activity. Its relevance is not limited to just marketing departments or marketing majors. And business students of all backgrounds should appreciate the impact of effective marketing management on their own professional careers as well on as the overall success of their organizations. Bottom line, the ability to do great marketing management is relevant to everyone in a firm.

The Library of Sales and Advertising: Salesmanship and sales management - 1914

Advertising, Sales Promotion, and Public Relations - David L. Hurwood 1969

Sales and Marketing Management - Prakash Mathur 2006

In hospitality sector, marketing refers to the process of how a restaurant, hotel, travel business, or resort can sell itself in a competitive marketplace. Hospitality sales involves most or many of the following activities, including cultivating prospective buyers in a market segment; conveying the features, advantages and benefits of the products or service to the lead and so on. Effective management of sales and marketing are key to the success of the today's hospitality business. This book provides future hospitality professionals with an important career-building resource for the virtually every area of the field. It covers the major principles of marketing with a practical, applications oriented approach, rather than traditional marketing texts

found in the business programmes that focus on a lot of theory. It features new material on marketing technology and its implications in the hospitality industry. It is hoped that this book will be an appropriate reference tool for introductory hospitality marketing courses that provide the basic foundation of marketing theory and applications.

Marketing: a Very Short Introduction - Kenneth Le Meunier-FitzHugh 2021-02-25
This book outlines the nature of contemporary marketing, considering how marketers function as an interface between customers and organisations. As globalisation creates increasing challenges to established marketing practices it shows how marketing efforts need to adapt continuously to allow an organisation to reach its intended market.

Effective Advertising, Marketing And Sales Management -

Advertising And Sales

Management - Sudhir Dawra
2004-01-01

Advertising, Marketing and Sales Management - D. Thakur
2005

Sport Promotion and Sales Management - Richard L. Irwin
2008

This is a guide to promotion and sales in the sport industry. Experts from the classroom and sports field offer insights and experiential data on the skills needed to succeed in sports promotion and sales.
Marketing Management (Second Edition) -

Cases in Advertising and Marketing Management - Edd Applegate 2006-10-12
Online Instructor Manual (login required) Creative Brief Form (Figure 8.1) (pdf file) Students of advertising and marketing management learn many concepts and theories in their foundational courses, but real-world experiences are invaluable to understanding the decision-making process.
Cases in Advertising and

Marketing Management offers students the opportunity to apply what they have learned in previous courses to realistic situations from the business world. The authors, a professor of advertising and an advertising agency executive, draw on their practical experiences with everyday challenges ranging from budgets, electronic marketing, IMC, and account strategy to agency politics, overdue client payments, and ethical dilemmas. Each of the forty cases focuses on a contemporary problem or issue for students to identify and analyze, followed by discussion questions to help them work through the case toward a reasonable solution. The final chapters review important themes from the cases and look at several types of advertising and marketing positions often found in agencies or companies. Appropriate for upper-level or capstone courses in advertising and marketing management, this provocative, highly readable text provides students with

insight into the situations they will face in their future careers and helps them develop valuable skills for solving problems and making sound decisions.

Theory, practice and techniques in Advertising and Sales Management - 3G
E-learning LLC, USA 2018

Marketing Management -
Kenneth E. Clow 2009-10-22

This concise new text covers all the traditional topics of the course, and also contemporary subjects such as data warehousing, Web site management, and CRM — all areas of work that students will encounter in their future marketing careers. Unique to this text is its customer orientation, reflected in its content, but also in the way that the authors organize the material through the sequence of customer acquisition, interactions, and retention. Each chapter includes topical mini-cases such as the launch of the iPhone, e-Harmony.com, and Southwest Airlines. In addition, there are eight full

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cases in the back of the book, together with a helpful student guide to analyzing a case.

Total Relationship Marketing - Evert Gummesson 2002

Total Relationship Marketing provides a genuinely unique new view of the meaning of marketing management and a complete introduction to the rapidly evolving field of relationship marketing. A major contribution to marketing thought internationally, this new edition of Gummesson's seminal title presents a powerful and in depth analysis of modern relationship marketing. Highly informative, practical in style, and packed with examples and cases from real companies, it is an essential resource for all serious marketing practitioners as well as both undergraduate and postgraduate students. Customer Relationship Management (CRM) is a key feature throughout this newly revised edition Comprehensive coverage on the Internet, e-Business and one-to one marketing New examples,

cases, concepts and references have been added to aid the reader

Advertising, Marketing and Sales Management - Devendra Thakur 1994

Marketing Management - Dr.

N. Mishra 2020-05-27

Marketing Management by Dr.

N. Mishra is a publication of the SBPD Publishing House, Agra. The book covers all major topics of Marketing Management and helps the student understand all the basics and get a good command on the subject.

Advertising And Sales

Promotion - S H H Kazmi 2009

Advertising is a brilliant form of art that has become an indispensable part of our lives. As the business scene has transformed for the better in our country, much is happening on the advertising front. To tap the progress on India Advertising in this changed scenario, a third edition of the book 'Advertising and Sales Promotion' has been prepared for the students. In this new edition, all the

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chapters have been revised and some moderately updated with more relevant text, figures, boxes, exhibits and references. Highlights of this edition: (a) Matter on Segmentation now includes current framework of Values and Lifestyle and Positioning topic has been re-written. (b) Text on Brand Personality and Image has been updated. (c) New Appendices have been added at the end of Part-I and Part- IV, respectively. (d) Some new

Boxes with insightful contents have been added. (e) Some of the old exhibits have been replaced with the new ones. The book essentially deals with the dynamic concept of Sales Promotion and its effect on the consumer. Particularly meant for the students of management, specialising in marketing; the book provides a thoroughly educative and interesting reading. *Marketing and Sales Management* - Jean Herold 1988