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Sales and Distribution Management is a composite and comprehensive textbook specially designed to meet the requirements of MBA students specializing in marketing.
Sales and Distribution Management, 9780199499045, Tapan K ...

Sales management is done by Sales Managers and they are

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All activities are based on his functions and responsibilities. The following are some of the principal duties of a sales manager: 1. Organising sales research, product research, etc. 2. Getting the best output from the sales force under him. 3. Setting and controlling the targets, territories, sales experiences, distribution expenses, etc. 4.

Sales and Distribution Management: An Introduction

Sales and Distribution Management 1 Sales refers to the exchange of goods/ commodities against money or service. It is the only revenue generating function in an organization. It has formed an important part in business throughout history. Even prior to the introduction of money, people used to
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Meripustak: Sales and Distribution Management, Author(s)-Tapan K. Panda Sunil Sahadev, Publisher-OXFORD UNIVERSITY PRESS, Edition-3rd Revised edition, ISBN-9780199499045, Pages-520, Binding-Paperback, Language-English, Publish Year-2019, .

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