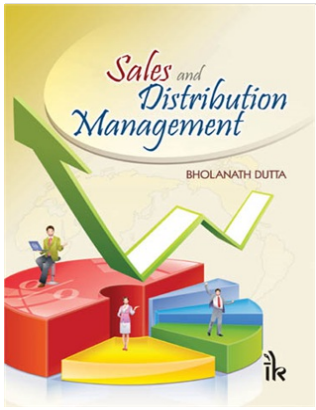
Book Information Sheet



Sales and Distribution Management, 1/e

Bholanath Dutta

2011 | 192 pp | Paperback | ISBN: 9789380578798 | Price: 315.00

About the Book

Sales management is attainment of an organization's sales goals in an effective and efficient manner through planning, staffing, training, leading and controlling organizational resources. Revenue, sales, and sources of funds, fuel organizations and the management of that process is the most important function. Salesmanship today covers a wide range of activities and constitutes an integral part of management. It also offers wide scope for development in future.

Physical distribution is one of the four elements of the marketing mix. An organization involved in the process of making a product or service available for consumer or business user. Development of technology distribution has undergone massive changes and become very cost-effective.

This book comes as handy for students as it covers all the conventional and contemporary concepts and strategies related to sales and distribution management.

Salient Features

Salient Features:

- This second addition is abundantly illustrative with diagrams, with a new chapter on gene expression and various added topics in nutrition.
- Provides end-of-the-chapter short type and long essay type questions.
- Includes appendices – tabulation of recommended dietary allowances, balanced diet for adult man, balanced diet for woman, and for infants and children.

Table of Contents

- Introduction and basic concepts
- Organising and Executing the Sales
- Sales Force Management
- Overview of Distribution Management
- Managing Marketing Intermediaries

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About the Author

Bholanath Dutta :- Bhola Nath Dutta is a management teacher, consultant, trainer and academic leader. He has 20+ years of experience as varied as industry, academic, teaching, administration, research and consultancy. He is presently working with CMR Institute of Technology, Bangalore. He is the founder & convener of Management Teachers Consortium. Global (www.mtcglobal.org). IBC, Cambridge, England has included his profile amongst "2000 Outstanding Intellectuals of the 21st Century" in the year 2011.