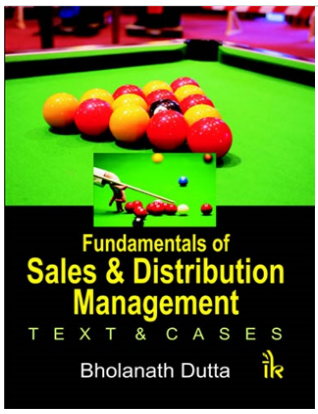
Book Information Sheet



Fundamentals of Sales and Distribution Management: Text & Cases, 1/e

Bholanath Dutta

2011 | 304 pp | Paperback | ISBN: 9789380578910 | Price: 285.00

About the Book

This book discusses the basic and fundamental concepts of Sales and Distribution Management in a very simple and lucid manner to create better understanding on the subject. This book also includes a detail insight chain management and retail management. It covers the MBA syllabus of Devi Ahilya University, Indore, Kannur University Kerala, Uttarakhand Technical University, UP Technological University, Jodhpur University, IP University, Maharshi Dayanand University, Punjab Technological University, Gujarat Technological University, Banglore University, Visvesvaraya Technological University, JNTU, West Bengal Technological University and all other Indian Universities.

This book provides a comprehensive coverage of various conceptual aspects concerned with sales and distribution management. This book will definitely be of great help for the students to grasp the fundamental concepts of sales and distribution management and further implementation of those.

Salient Features

Salient Features:

- Discusses the concept of sales and distribution management, including a detailed account on supply chain management and retail management.
- Includes 10 case studies from various sectors on the industry for students to apply their learning while solving.
- Uses schematic diagrams, pictures and tables to supplement the text.
- Contains keywords and learning objectives in the beginning of each chapter, and summary and questions for discussion at the end of the chapter.

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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.