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Advertising And Sales Management Book
Advertising and Sales Management (R19) of MBA III-Sem (JNTU-H) covers the latest syllabus prescribed by Jawaharlal Nehru Technological University, Hyderabad (JNTUH) for regulation 2020. Author: SIA PUBLISHERS, Published by SIA Publishers and Distributors (P) Ltd..

Advertising and Sales Management (R19) | MBA III-Sem (JNTU) ...

This book is for all management students, teachers and professionals across the world. Contents: Introduction to Advertising and Sales Management, Role of Advertising in Marketing Mix, Advertising Strategies, Budgeting for Advertising, Media planning, Copy types in Advertising, Sales promotion, Techniques of sales promotion, Organizing sales ...

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Advertising And Sales Promotion - Google Books

Sales Management. This book covers the following topics: Personal Selling, Recruitment and Selection, Sales Training, Sales Meeting and Contests, Sales Territories, Sales Quota, Supervision and Evaluation Of Sales-force, Sales Control and Cost Analysis. Author(s): Dr. Surinder Singh Kundu

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Originally, the term 'sales management' referred to the direction of sales force personnel. But, it has gained a significant position in the today's world. Now, the sales management meant management of all marketing activities, including advertising, sales promotion, marketing research, physical distribution, pricing, and product ...

SALES MANAGEMENT: AN OVERVIEW

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