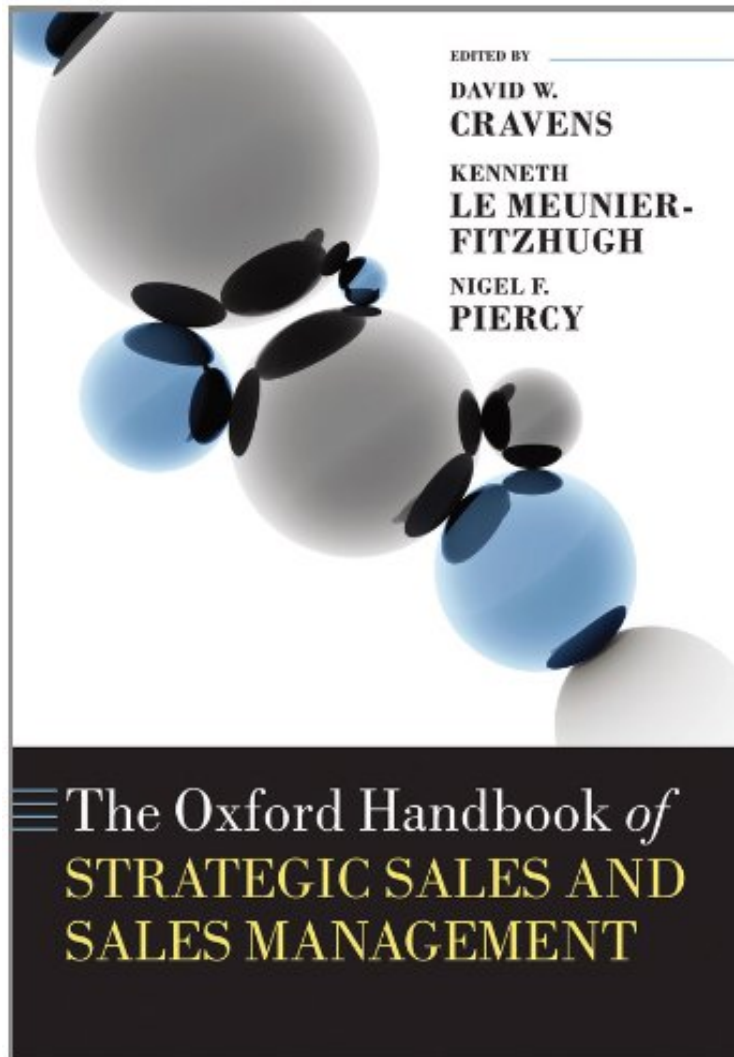


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From OUP Oxford : The Oxford Handbook of Strategic Sales and Sales Management (Oxford Handbooks) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Oxford Handbook of Strategic Sales and Sales Management (Oxford Handbooks):

2 of 2 people found the following review helpful. Good book for senior leadership in salesBy isaac mtshaliThe book has taken a more academic approach to strategic sales and sales management. I would have been more comfortable with the applied approach, obviously support by strong latest thoughts on the subjects. Nonetheless, extensively researched work, extremely relevant to the Executive leadership of the Sales Function. Any serious sales leader who

takes his work seriously will get him/ herself a copy of this book, as resource or refresher to the years of experience he / she has.

The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management. Sales theory is experiencing a renaissance driven by a number of factors, including building profitable relationships, creating/delivering brand value, strategic customer management, sales and marketing relationships, global selling, and the change from transactional to customer relationship marketing. Escalating sales and selling costs require organisations to be more focused on results and highlight the shifting of resources from marketing to sales. Further the growth in customer power now requires a strategic sales response, and not just a tactical one. The positioning of sales within the organisation, the sales function and sales management are all discussed. The Handbook is not a general sales management text about managing a sales force, but will fill a gap in the existing literature through consolidating the current academic research in the sales area. The Handbook is structured around four key topics. The first section explores the strategic positioning of the sales function within the modern organisation. The second considers sales management and recent developments. The third section examines the sales relationship with the customer and highlights how sales is responding to the modern environment. Finally, the fourth section reviews the internal composition of sales within the organisation. The Handbook will provide a comprehensive introduction to the latest research in sales management, and is suitable for academics, professionals, and those taking professional qualifications in sales and marketing.

"A good companion to what any academically-minded sales manager should be considering is The Oxford Handbook of Strategic Sales and Sales Management... although it's been out since 2011, as far as we can see it remains the first and only volume to bring together much of the recent thinking... [and] a final thought: if anyone challenges you about what selling and sales management is about -- expecting the answer 'not much' -- just drop this tome in their lap." -- Winning Edge About the Author

David W. Cravens is Emeritus Professor of Marketing in the Neeley School of Business at Texas Christian University. He previously held the Eunice and James L. West Chair of American Enterprise Studies and was Professor of Marketing. Formerly, he was the Alcoa Foundation Professor at the University of Tennessee, where he chaired the Department of Marketing and Transportation and the Management Science Program. He has a Doctorate in Business Administration and MBA from Indiana University. He holds a Bachelor of Science in Engineering from MIT. Before becoming an educator Dave held various industry and government management positions. He is internationally recognized for his research on marketing strategy and sales management and has contributed over 150 articles and 25 books.

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