



The Oxford Handbook of Strategic Sales and Sales Management (Oxford Handbooks)

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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 organizations 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 organization, 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 organization. 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 organization. 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.

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