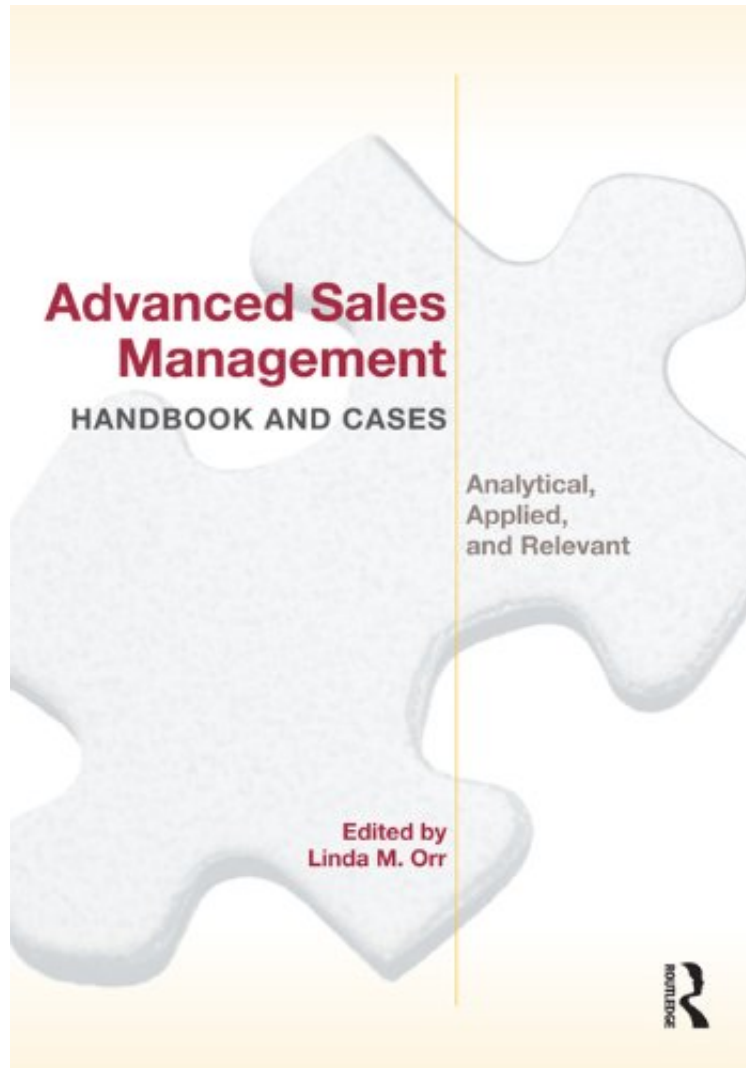


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Linda M Orr

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Advanced Sales Management Handbook and Cases: Analytical, Applied, and Relevant will fill the need in the market for a solid case work, role play, and activity book. It has been written by sales teaching professionals and sales executives. The life experiences of professionals with varied experiences will provide students with a solid

foundation for learning. This will give college professors from around the world a better opportunity to ensure quality of learning. The book is intended to be supplemental to any other sales management text on the market, but could be used alone in an advanced sales management or marketing analytics course in which the students already have the base theoretical knowledge. The various cases, role plays, and experiential exercises in this book will follow the same topical structure of other sales management texts so that any sales management instructor can readily adopt this supplemental book. For many of the cases, actual data has been given so that students are required to use and understand analytical software.

About the Author Dr. Linda M. Orr is an Assistant Professor of Marketing and the Director of the Fisher Institute for Professional Selling at the University of Akron. She is a co-editor of two books, "Direct Marketing in Action: Cutting Edge Strategies for Finding and Keeping your Best Customers," Finalist for the American Marketing Association's Berry Book Prize for the Best Book in Marketing, and "Marketing in the 21st Century: Volume 3: Company and Customer Relations."