



图书基本信息

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书籍目录

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Selling

T'ne sales force: its role and objectives Improving the productivity of the sales force Sales force size The salesperson's 'profit and loss account Marketing planning Benefits of marketing planning Understanding the process Aids to marketing planning Formulating marketing strategies Marketing control Different types of control Strategic control Managerial effectiveness and efficiency control **Operational controls** Organizing for marketing The development of organizations The subactivities of an effective marketing organization Types of marketing organization Centralization versus decentralization Marketing organizations at the integrated phase of development Main considerations Marketing integration The meaning and scope of integration References and further reading Index





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