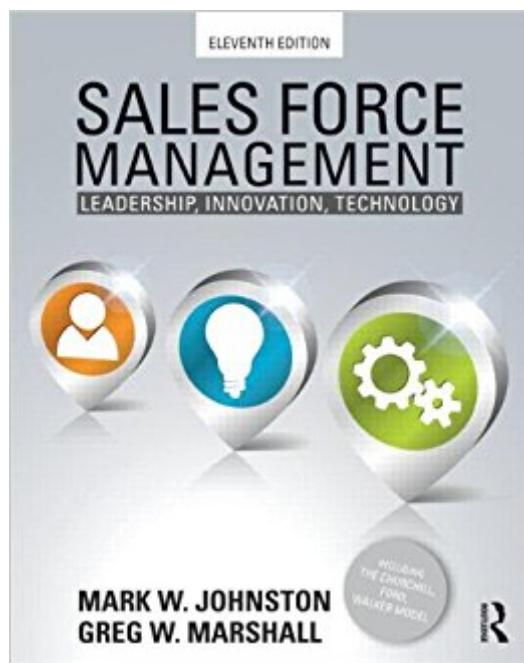


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# **Sales Force Management: Leadership, Innovation, Technology - 11th Edition**



## **Synopsis**

In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, solidifying the book's position globally as the leading textbook in the field. It's a contemporary classic, fully updated for modern sales management practice. Including the Churchill, Ford, and Walker approach, the new edition also features: A strong focus on leadership, technology, innovation, ethics, and global business. New material integrated throughout the book on multifaceted sales communication approaches, leadership, and the relationship between the marketing and sales functions. Continued partnership with HR Chally, a global sales consultancy that supplies cutting-edge data for each chapter, allowing students to benefit from understanding and working with real-world applications of current sales force challenges. Enhanced learning features, such as short and long cases to stimulate discussion, leadership challenges to assess students' ability to make decisions, role plays to allow students to learn by doing, and more. Further resources for instructors and students are available at [www.routledge.com/cw/johnston-9780415534628](http://www.routledge.com/cw/johnston-9780415534628).

## **Book Information**

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"New challenges within digital communication and selling are facing the new leaders of our sales forces, as well as those of us who teach, but the fundamentals have not changed, and must be studied and understood. As competition gets tougher, extensive competence is needed in a field dominated by "easy readers" ill-suited to be the resource that helps sales personnel master the dynamic issues they face every day. It is comforting that my students have a research-based and

comprehensive book to learn from. I have used Sales Force Management since the 6th edition and the book is still doing an excellent job." - Gorm Kunfåe, Associate Professor, The Norwegian Business School "This latest edition of the classic text is essential reading for students of sales management and selling. Building on a solid base of over half a century of rigorous academic research, the book draws out key implications and techniques that illuminate the area in a unique and insightful way. There is no better way to learn about sales and sales management than this book." - Dr. Nick Lee, Professor of Marketing and Organizational Research Director of Doctoral Studies, Aston Business School "Johnston and Marshall have continued to provide sales educators with a solid presentation of sales management principles and practices in this latest edition of the original Churchill, Ford, and Walker text and model. The inclusion of the Chally Group findings and examples make the text approachable for students. The text provides the updated role plays, cases, discussion questions and readings essential for students to engage in the real world process of sales management decision making. And the text continues to be supported by an array of instructional materials that provide flexibility for a variety of teaching approaches." - Casey Donoho, Associate Professor of Marketing, College of Business, California State University, Chico "An all-inclusive guide to sales program, development, implementation and evaluation, the eleventh edition of Sales Force Management provides all the necessary theory for Sales students at any level, combined with practical cases and role plays for clearer understanding and theoretical application. Mark Johnston and Greg Marshall in collaboration with HR Chally continue to develop this comprehensive guide to sales force management from managing complex relationships, through an emphasis on leadership together with ethical considerations, CRM and cross cultural insights, making this the principal reading choice for both academics and practitioners alike." - Dr. Ian Speakman, Associate Professor of Negotiation, IESEG School of Management "As the CEO of a growing software company in addition to teaching Sales Management for the past 10 years I have found Sales Force Management to be the definitive resource for my Sales Management course. The breadth and depth of research content are the perfect complement to the pragmatic approach I take to course instruction." - Dave Gee, Department of Marketing, University of Wisconsin - Madison

Mark W. Johnston is the Alan and Sandra Gerry Professor of Marketing and Ethics at Rollins College, USA. He has published in a number of journals including the Journal of Marketing Research and the Journal of Personal Selling and Sales Management. Greg W. Marshall is the Charles Harwood Professor of Marketing and Strategy at Rollins College, USA. Greg is an active

researcher in selling and sales management, having written numerous journal articles. He is editor of the Journal of Marketing Theory and Practice.

It is a pretty good book, but KINDLE (or whoever is in charge of this) PLEASE PUT ACTUALLY PAGE NUMBERS. I seriously had assignments that were a lot harder just because the teacher listed page numbers. What do I see instead of page numbers? 1243325423 of 12342343245646 (WTF). Now for the positive, it was cheap for the amount of time that I used it, and I did recommend to my friends who also saved money because of this. Great product, thanks for uploading it to Kindle.

Simply incredible. I came accross this text some two years ago and had the hard copy shipped to Jamaica. Someone else must have thought it was great too and so they stole it. I was preparing for a new sales managemet role and needed some insight. I bought tge book for the second time but this time the Kindle version. I find to text to be extremely thorough yet practical. The principles can be applied to every possible salesforce regardless of product offerings. One of the best investments I have ever made.

Good book. I liked the mini cases, they made for good classroom discussion.

Well-written textbook. I had the Kindle version and it was frustrating that the table of contents lacked any lower-level detail so jumping from section to section was annoying. Otherwise, provided excellent detail and linked the selling process well with today's marketing environment.

Excellent product.

This book is full of ideas for B2B sales representatives. I could not put it down once I started reading.

Comprehensive overview of sales management responsibilities with up-to-date examples.

This book is just what I needed and it arrived as was described. Awesome

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