



# Dalrymple's Sales Management: Concepts and Cases

*William L. Cron, Thomas E. DeCarlo*

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Easily accessible, real-world and practical, *Dalrymple's Sales Management 10e* by Cron and DeCarlo introduces the reader to the issues, strategies and relationships that relate to the job of managing an effective sales force. With a lively and engaging style, this book places emphasis on developing a sales force program and managing strategic account relationships. With additional information on team development, diversity in the work force, problem-solving skills, and financial issues, this title provides a complete guide for taking student past the classroom and into a future career in sales management.

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