



# Sales and Distribution Management (Text and Cases): 2e

*Krishna K Havaladar, V M Cavale*

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"The Primary aim of the book is to provide students of management with a firm foundation for understanding all the main components of sales and distribution management. The book has a practical orientation, as it is written by authors who have worked as practicing managers mostly in sales and distribution and between them have over 60 yrs of industry experience. The book, therefore, is a useful resource to practicing professionals in industry, training and consultancy. New to this edition • Coverage of all the topics that a sales/distribution manager needs to know in order to carry out his/her job effectively. • Focus on the decision-making process and implementation of decisions in sales and distribution management. • A new chapter on Sales Promotion has been added to reflect the increasing interest in sales promotion shown by industry professionals and academic fraternity. • Important topics have been introduced and expanded like e-Selling, Marketing Intelligence, Retailing, Managing Key Accounts, Marketing Logistics and SCM, Channel Systems and their Management, and so on."

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