



# Fundamentals of Sales and Distribution Management: Text & Cases

*Bholanath Dutta*

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# Fundamentals of Sales and Distribution Management: Text & Cases

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## **Fundamentals of Sales and Distribution Management: Text & Cases** Bholanath Dutta

This book discusses the basic and fundamental concepts of Sales and Distribution Management in a very simple and lucid manner to create better understanding on the subject. This book also includes a detail insight chain management and retail management. It covers the MBA syllabus of Devi Ahilya University, Indore, Kannur University Kerala, Uttarakhand Technical University, UP Technological University, Jodhpur University, IP University, Maharshi Dayanand University, Punjab Technological University, Gujarat Technological University, Bangalore University, Visvesvaraya Technological University, JNTU, West Bengal Technological University and all other Indian Universities. This book provides a comprehensive coverage of various conceptual aspects concerned with sales and distribution management. This book will definitely be of great help for the students to grasp the fundamental concepts of sales and distribution management and further implementation of those. Preface Acknowledgements The Author Introduction and Basic Concepts Organizing and Executing the sales Sales Force Management Overview of Distribution Management Managing Marketing Intermediaries Retail Management Logistics Information System and International Logistics Warehouse Management Case Studies Index

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