

1. Record Nr.	UNINA9910459428803321
Autore	Chunawalla S. A
Titolo	Sales management [[electronic resource]] : with (personal selling--salesmanship) // S.A. Chunwalla
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2009
ISBN	1-282-80193-7 9786612801938 1-4416-6183-2 93-5043-242-0 600-00-2863-6
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (306 p.)
Disciplina	658.8/1
Soggetti	Sales management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	COVER; CONTENTS; Nature and Scope of Sales Management; Personal Selling and Salesmanship; Selling Function; Relationship Strategy; Developing Product Solutions; Product Positioning; Consumer Behaviour; Prospecting; Approaching the Customer; Sales Presentation; Sales Demonstration; Negotiating Buyer Concerns; Closing the Sale; Servicing the Sale; Self Management; Personal Selling Objectives; Sales - Related Marketing Policies; Personal Selling Strategy; The Job of a Sales Manager; Sales Organisation; Personnel Management in the Selling Field; Recruiting Sales Personnel Selecting Sales Personnel; Sales Training; Execution and Evaluation of Sales Training Programmes; Motivation and Morale of Sales Persons; Compensating Sales Persons; Management of Sales Expenses; Sales Meetings and Sales Contests; Controlling Sales People - Evaluation and Supervision; Sales Budget; Sales Quotas; Sales Territories; Sales Control and Cost Analysis; Case Studies
Sommario/riassunto	Since time immemorial, the art of salesmanship is being practiced by one and all be it bonny baby crying for mother's attention, or a doting wife seeking gifts from her spouse or a student who tries to be in the

good books of his teacher to earn a higher score. Informally salesmanship has always been there. Formally, it came to be perfected after the Industrial Revolution. Slowly, salesmanship inspired other areas of promotion such as public relations and advertising. The common element is the communication that is informative, persuasive and remaining. As personal selling or salesmanship grew

2. Record Nr.	UNISALENT0991001105319707536
Autore	Lasker-Schüler, Else
Titolo	La Terra degli Ebrei / Else Lasker-Schüler ; nota introduttiva di Margherita Gigliotti ; traduzione di Margherita Gigliotti e Enrica Pedotti
Pubbl/distr/stampa	Firenze : La Giuntina, c1993
ISBN	8885943780
Descrizione fisica	167 p. ; 20 cm
Collana	Collana Schulim Vogelmann ; 36
Altri autori (Persone)	Pedotti, Enrica Gigliotti, Margherita
Disciplina	838.91203
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Tit. orig.: Das Hebräerland

3. Record Nr.	UNINA9910484340003321
Titolo	Database and Expert Systems Applications : 17th International Conference, DEXA 2006, Krakow, Poland, September 4-8, 2006, Proceedings // edited by Stephane Bressan, Josef Kung, Roland Wagner
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2006
ISBN	3-540-37872-3
Edizione	[1st ed. 2006.]
Descrizione fisica	1 online resource (XXI, 959 p.)
Collana	Information Systems and Applications, incl. Internet/Web, and HCI, , 2946-1642 ; ; 4080
Altri autori (Persone)	BressanStephane KungJosef <1962-> WagnerRoland R
Disciplina	005.74
Soggetti	Data structures (Computer science) Information theory Database management Application software Information storage and retrieval systems User interfaces (Computer systems) Human-computer interaction Artificial intelligence Data Structures and Information Theory Database Management Computer and Information Systems Applications Information Storage and Retrieval User Interfaces and Human Computer Interaction Artificial Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	XML I -- Data and Information I -- Invited Talk DEXA Conference -- XML II -- Data and Information II -- XML III -- Data and Information III -- Datamining and Data Warehouses -- Database Applications I -- XML IV -- Data and Information IV -- XML V -- Data and Information V --

Datamining and Data Warehouses -- Database Applications II -- WWW I
-- Bioinformatics -- WWW II -- Process Automation and Workflow --
Knowledge Management and Expert Systems -- Database Theory I --
Query Processing I -- Database Theory II -- Query Processing II --
Database Theory III -- Knowledge Management and Expert Systems --
Database Theory IV -- Privacy and Security -- Database Theory V.

Sommario/riassunto

The annual international conference on Database and Expert Systems Applications (DEXA) is now well established as a reference scientific event. The reader will find in this volume a collection of scientific papers that represent the state of the art of research in the domain of data, information and knowledge management, intelligent systems, and their applications. The 17th instance of the series of DEXA conferences was held at the Andrzej Frycz Modrzewski Cracow College in Kraków, Poland, during September 4–8, 2006. Several collocated conferences and workshops covered specialized and complementary topics to the main conference topic. Four conferences ? the 8th International Conference on Data Warehousing and Knowledge Discovery (DaWaK), the 7th International Conference on Electronic Commerce and Web Technologies (EC-Web), the 5th International Conference on Electronic Government (EGOV), and the Third International Conference on Trust, Privacy, and Security in Digital Business (TrustBus) ? and 14 workshops were collocated with DEXA. The whole forms a unique international event with a balanced depth and breadth of topics. Its much-appreciated conviviality fosters unmatched opportunities to meet, share the latest scientific results and discuss the latest technological advances in the area of information technologies with both young scientists and engineers and senior world-renown experts. This volume contains the papers selected for presentation at the conference. Each submitted paper was reviewed by three or four reviewers, members of the Program Committee or external reviewers appointed by members of the Program Committee.