

1. Record Nr.	UNINA9910782426603321
Autore	Vieira Walter <1938->
Titolo	The new sales manager [[electronic resource]] : challenges for the 21st century / / Walter Vieira
Pubbl/distr/stampa	Los Angeles, : Response Books, 2007
ISBN	93-5150-022-5 1-281-96550-2 9786611965501 81-7829-984-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (204 p.)
Disciplina	658.8/1 658.81
Soggetti	Sales management Management
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; Preface; Acknowledgements; Th e Trauma of Promotion; From Caterpillar to Butterfly; Serious Deficiencies of Salesmen; A Difficult and Challenging Job; Comparative Analysis-Top Problems in Sales Force Management; Qualities Liked and Disliked; Attributes for Success; Managing the Job; Managing Time; Key Role in Corporate Planning; The Planning Process; Selecting and Recruiting Salesmen; Focused Salesmen Training; Planning the Itinerary; Effective Communication; Beyond Words; Written Reports; Making Meetings Work; Morale and Motivation; Effective Control Appraising and Developing SalesmenDiscussing the Appraisal; The Salesman Who Won't Improve; Common Errors; A Focus on Ethics; Values and the Sales Manager; Age of Networking and Cooperation; The Sales Manager in the 21st Century; Ten Commandments; Sample Forms; About the Author
Sommario/riassunto	The second edition of The New Sales Manager is an enormously useful. book that provides practical advice and a sound foundation in sales management. to young managers. It is also an interesting, quick revision for senior sales. managers who want to revisit the theory of

sales management, in a painless, and. perhaps, entertaining way. Covering the entire range of functions of a sales manager, the book has been. thoroughly revised and includes plenty of illustrations, Real-life anecdotes. and caselets to match the changes in the business environment.

2. Record Nr.	UNINA9911019451903321
Autore	Laycock John
Titolo	Integrated endocrinology
Pubbl/distr/stampa	WILEY
Descrizione fisica	1 online resource (416 p.) : ill
Disciplina	616.4
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>This innovative textbook provides a readable, contemporary and fully integrated introduction to endocrine glands, their hormones and how their function relates to homeostasis. It explores the pathology of endocrine disease by relating the underpinning science through a wealth of clinical scenarios and examples. The book integrates basic and clinical aspects for a range of endocrine glands and their hormones and includes a number of specialist chapters that also address areas of intense research and clinical interest including the regulation of salt, appetite and endocrine-immune interactions. Provides a fully-integrated, scientific and clinical introduction to endocrinology. Includes a wealth of colour illustrations to reinforce key concepts. Introduces clinical scenarios and leading questions to engage interest and illustrate the relevance of the underpinning science. Includes key references and suggestions for further reading at the end of each chapter. Written by a highly respected and experienced author team this new textbook will prove invaluable to students needing an original, integrated introduction to the subject across a variety of disciplines</p>

including biomedical science, pharmacology, bioengineering and pre-clinical medicine.
