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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.
