

1. Record Nr.	UNINA9910785340803321
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Titolo	Advertising and personal selling [[electronic resource] /] / Namita Rajput, Neeru Vasishth
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2008
ISBN	1-282-80206-2 9786612802065 1-4416-8718-1 93-5043-713-9 600-00-2733-8
Descrizione fisica	1 online resource (309 p.)
Altri autori (Persone)	VasishthNeeru
Disciplina	658.8/2
Soggetti	Advertising Sales promotion Selling
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 Importance of Advertising; Advertising Budget; Media Decisions; Advertising Copy and Elements; Advertising Appeals; Measuring Advertising Effectiveness; Advertising Agency; Ethical and Legal Aspects of Advertising; Nature and Importance of Personal Selling; Customer Knowledge and Buying Motives; Knowledge of Products and Markets; Process of Effective Personal Selling; Handling Objections; Closing the Sale; Customer Follow-up; Sales Planning and Control - An Overview; Sales Force Management : Recruitment and Selection; Training and Development Direction and SupervisionMotivation and Compensation; Performance Appraisal
Sommario/riassunto	An authentic, simple and crisp presentation of the subject matter.; Various concepts have been explained in a lucid, pragmatic and student friendly language.; Covers the detailed syllabus of Delhi University for the students of B. Com. (H) III year.; Each paragraph is distinctly numbered and starts with relevant background of the subject.; Previous years questions have been given in the appendix for reference.

