

1. Record Nr.	UNINA9910815523703321
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Titolo	Birth of a salesman : the transformation of selling in America / / Walter A. Friedman
Pubbl/distr/stampa	Cambridge, MA, : Harvard University Press, 2004
ISBN	0-674-03734-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (356 p. ) : ill., ports
Disciplina	381/1/0973
Soggetti	Sales management - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Originally published: 2004.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prologue, 1916 The First World's Salesmanship Congress Introduction The Science of Selling 1. Hawkers and Walkers The Independent Peddler 2. Selling Ulysses S. Grant The Art of the Canvasser 3. Forging a National Marketplace The Traveling Salesman 4. Fifty-Seven Varieties Sales Managers and Branded Goods 5. The Pyramid Plan John H. Patterson and the Pursuit of Efficiency 6. Salesology Psychologists, Economists, and Other Sales Experts 7. Instincts and Emotions Walter Dill Scott and the Bureau of Salesmanship Research 8. A Car for Her Selling Consumer Goods in the 1920's 9. Selling Salesmanship Public Relations and the Great Depression 10. Beyond Willy Loman American Salesmanship Today Appendix Illustration Credits Notes Index Acknowledgments
Sommario/riassunto	In this entertaining and informative book, Walter Friedman chronicles the remarkable metamorphosis of the American salesman from itinerant amateur to trained expert.