

1. Record Nr.	UNINA9911099790903321
Autore	Zoltners Andris A
Titolo	The complete guide to accelerating sales force performance / / Andris A. Zoltners, Prabhakant Sinha, Greggor A. Zoltners
Pubbl/distr/stampa	New York, : AMACOM, c2001
ISBN	9780814426166 0814426166
Edizione	[1st edition]
Descrizione fisica	1 online resource (491 p.)
Altri autori (Persone)	SinhaPrabhakant ZoltnersGreggor A. <1964->
Disciplina	658.8/1
Soggetti	Sales management Sales personnel Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Intro -- Contents -- Preface -- The Role of the Sales Force in the Go-to- Market Strategy -- Sales Force Assessment and Strategy -- Sizing the Sales Force for Strategic Advantage -- Structuring the Sales Force for Strategic Advantage -- Designing Sales Territories That Increase Sales -- Recruiting the Best Salespeople -- Training the Sales Force -- The Critical Role of the First- Line Sales Manager -- Motivating the Sales Force -- Compensating for Results -- Setting Effective Goals and Objectives -- Precision Selling -- Using Technology to Assist the Sales Force in Customer Relationship Management -- Performance Management -- Building a Potent Sales Force Culture -- Index.
Sommario/riassunto	Every firm's sales force combines the distinctive personalities of its members with the complex issues of size, pay structure, incentives, performance evaluation, and effective uses of new technology. And while underrepresented in most marketing texts, the success of the sales force is a major component in the overall success of most companies. The Complete Guide to Accelerating Sales Force Performance develops an effective, innovative framework for evaluating and improving the performance of any sales force. This book identifies and describes the key factors for creating a fast-track, go-

to-market strategy. It's loaded with proven ideas for improving such "success drivers" as: culture sales force structure hiring sales manager selection training compensation technology sales territory design goal setting performance management. Packed with valuable insights and real-life examples, this guide is an excellent source of practical ideas for sales and marketing managers in all industries.

2. Record Nr.	UNINA9911098370603321
Autore	Zinoman Peter <1965->
Titolo	The colonial Bastille : a history of imprisonment in Vietnam, 1862-1940 // Peter Zinoman
Pubbl/distr/stampa	Berkeley, : University of California Press, c2001
ISBN	9786612356544 9780520925175 0520925173 9781282356542 1282356542 9781597345491 1597345490
Edizione	[1st ed.]
Descrizione fisica	1 online resource (373 p.)
Disciplina	365/.9597
Soggetti	Prisons - Vietnam - History National liberation movements - Vietnam - History Nationalism - Vietnam - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Philip E. Lilienthal book."
Nota di bibliografia	Includes bibliographical references (p. 311-329) and index.
Nota di contenuto	Front matter -- Contents -- Maps and Tables -- Maps -- Acknowledgments -- Abbreviations -- Introduction -- 1. The Origins of the Ill-Disciplined Prison -- 2. The System: Fragmented Order and Integrative Dynamics -- 3. The Regime: Surveillance, Forced Labor, and Total Care -- 4. Prisoners and Prison Society -- 5. Colonial Prisons in Revolt, 1862-1930 -- 6. The Thai Nguyen Rebellion -- 7. Prison Cells and Party Cells: The Indochinese Communist Party in Prison, 1930-

1936 -- 8. Prisons and the Colonial Press, 1934-1939 -- 9. The Prisoner Released -- Epilogue -- Glossary -- Select Bibliography -- Index

Sommario/riassunto

Peter Zinoman's original and insightful study focuses on the colonial prison system in French Indochina and its role in fostering modern political consciousness among the Vietnamese. Using prison memoirs, newspaper articles, and extensive archival records, Zinoman presents a wealth of significant new information to document how colonial prisons, rather than quelling political dissent and maintaining order, instead became institutions that promoted nationalism and revolutionary education.
