

Advertising And Sales Management Book

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Kazmi & Batra, ADVERTISING & SALES PROMOTION, Excel Books, 2008; Aaker, Batra & Myers, ADVERTISING MANAGEMENT; Prentice Hall, India. 2008 Kruti Shah & Alan D'souza, ADVERTISING & PROMOTION, Tata McGraw-Hill New Delhi, 2009; Kelley & Jugenheimer, ADVERTISING MEDIA PLANNING A BRAND

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MANAGEMENT APPROACH, Prentice Hall, India. 2008

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Advertising funds come from sales revenue and must be used to increase sales revenue. (iii) Advertisements are not designed to deceive. The desire and hope for repeat sales insures a high degree of honesty in advertising. The activities excluded from advertising are: The offering of premiums to stimulate the sale of products; ...

ADVERTISING AND SALES PROMOTION

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Advertising And Sales Promotion - Google Books

This publication is a comprehensive guide to New York State and local sales and use taxes for businesses that sell taxable tangible personal property, perform taxable services, receive admission charges, or operate a hotel or motel, and restaurants, taverns, or other establishments that sell food and drink.

A GUIDE TO SALES TAX - Government of New York

Best Sales Management Books for the Modern Leader Each of these texts offers a unique view of sales management, and getting the most out of your sales team. Reading them will help you get in tune ...

8 Sales Management Books You Should Read

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SALES MANAGEMENT: AN OVERVIEW

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Marketing & Sales Management, Management & Leadership, Books

Mastering Global Business Development and Sales Management - Thomas A. Cook - ISBN: 9781482226232. This book focuses on

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