




PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

Sales force management: planning, implementation and control

	Author	Churchill,Gilbert A. Ford,Neil M. Walker,Orville C.
	Publication Data	Homwood, IL: IRWIN, 1990
	Edition	3rd ed
	Physical Description	XVIII, 845p
	Subject Area	Management
	Subject Headings	Sales management
	Call Number	658.8101 CHU
	Philadelphia University Library 2011	