

teresting is the section on market selection and product planning, which Corey introduces with a case example. He uses that example as a springboard to develop key concepts, and goes on to present a capsule overview of product policy.

Instructors will find the teacher's manual of considerable value. For each case the manual contains discussion questions, information on actual results, and concluding comments which position the case conceptually. These comments help the instructor to offer generalizations which enable students to transfer learning from a particular case to a wider range of business situations. For several reasons, the manual includes short cases which contain information about

what happened subsequent to the situation described in the original case. The instructor could use these short follow-on cases in class, or could distribute them for later analysis.

Instructors who have used the first edition of Corey's book will welcome the appearance of this second edition. Instructors who wish to add challenging case work to their industrial marketing courses may find his book highly appropriate.

RICHARD N. CARDOZO

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Minneapolis*

## PUBLIC POLICY ISSUES IN MARKETING

edited by O. C. Ferrell and Raymond LaGarce

(Lexington, Mass.: D. C. Heath and Company, 1975. 195 pp. \$15.)

This book consists of twelve chapters selected from papers presented at a public policy conference held at Southern Illinois University. Although lacking a tight conceptual framework, the book is organized into four parts.

Part 1 contains three papers on public policy structure. B. Enis and N. Kangun present an input-output model of public policy formation which provides an excellent framework for understanding the process of policy development. H. Spence presents a controversial argument that the central assumptions of the capitalistic system must be changed to advance public welfare. A. El-Ansary and A. Breuils present U.S. and French policy-making structures, a comparative evaluation of each, and a proposed framework for government intervention.

Part 2 is concerned with the issue of advertising and public policy. D. Cohen explores the FTC interpretation of unfairness and its resulting ramifications for consumer advertising. H. Kassarjian et al. report the results of an experimental study which demonstrates that corrective advertising can change consumer attitudes previously created by misleading, unfair, or deceptive advertising.

Part 3 deals with the responsibilities of business. E. Cundiff briefly outlines changes in public policy dealing with product safety, product information, and deceptive advertising and calls for greater cooperation between business and government. W. Lazer and P. LaBarbera provide an excellent history of business efforts to self-regulate, pointing out the requisites for effective self-policing programs. M. G. Jones argues

that business must formulate policies to react to consumerism and allow more consumer input to these policies.

Part 4 presents the illusive concept, "Future Dimensions." L. Richardson advances the proposition that consumerism is becoming more institutionalized and briefly discusses emerging consumer issues. L. Boone and D. Kurtz report survey results of state attorney generals with a focus on future consumer protection legislation. In the final chapter R. Holloway deals with the futuristic methods of forecasting and identifying public policy issues.

The book's primary focus is not on public policy issues *per se*, but rather the policy formation process and the need for better business and government consumer interaction. This is not a major shortcoming, however, since articles that deal with specific issues become dated rather quickly.

A unique feature of the book is inclusion of a short commentary after each chapter, prepared by an expert discussant. The critique serves to analyze and expand on the thoughts presented in the chapter.

The serious student of marketing and public policy will find the book quite useful. It is also valuable for use in graduate and advanced undergraduate seminars for the original contributions it contains, the alternatives presented, and directions for empirical research that are indicated.

M. BIXBY COOPER

*Michigan State University,  
East Lansing*

## SALES MANAGEMENT: DECISIONS, POLICIES, AND CASES, Third Edition

by Richard R. Still, Edward W. Cundiff, and Norman A. P. Govoni

(Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1976. 540 pp. \$13.95.)

This book is well integrated and well written. It follows the style of almost all the leading texts in the

area, and provides interesting information to both students and practitioners.

# Sales Management Decisions Policies And Cases

**Brendan G. Carr**



## **Sales Management Decisions Policies And Cases:**

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## **Table of Contents Sales Management Decisions Policies And Cases**

1. Understanding the eBook Sales Management Decisions Policies And Cases
  - The Rise of Digital Reading Sales Management Decisions Policies And Cases
  - Advantages of eBooks Over Traditional Books
2. Identifying Sales Management Decisions Policies And Cases
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Sales Management Decisions Policies And Cases
  - User-Friendly Interface
4. Exploring eBook Recommendations from Sales Management Decisions Policies And Cases
  - Personalized Recommendations
  - Sales Management Decisions Policies And Cases User Reviews and Ratings
  - Sales Management Decisions Policies And Cases and Bestseller Lists
5. Accessing Sales Management Decisions Policies And Cases Free and Paid eBooks
  - Sales Management Decisions Policies And Cases Public Domain eBooks
  - Sales Management Decisions Policies And Cases eBook Subscription Services
  - Sales Management Decisions Policies And Cases Budget-Friendly Options
6. Navigating Sales Management Decisions Policies And Cases eBook Formats
  - ePub, PDF, MOBI, and More
  - Sales Management Decisions Policies And Cases Compatibility with Devices
  - Sales Management Decisions Policies And Cases Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Sales Management Decisions Policies And Cases
  - Highlighting and Note-Taking Sales Management Decisions Policies And Cases
  - Interactive Elements Sales Management Decisions Policies And Cases
8. Staying Engaged with Sales Management Decisions Policies And Cases

- Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Sales Management Decisions Policies And Cases
9. Balancing eBooks and Physical Books Sales Management Decisions Policies And Cases
- Benefits of a Digital Library
  - Creating a Diverse Reading Collection Sales Management Decisions Policies And Cases
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Sales Management Decisions Policies And Cases
- Setting Reading Goals Sales Management Decisions Policies And Cases
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Sales Management Decisions Policies And Cases
- Fact-Checking eBook Content of Sales Management Decisions Policies And Cases
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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**raw and the cooked introduction to a science of mythology 1**

ray stevens live

reading comprehension tb 1-2

read-scheme-3b-nest

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