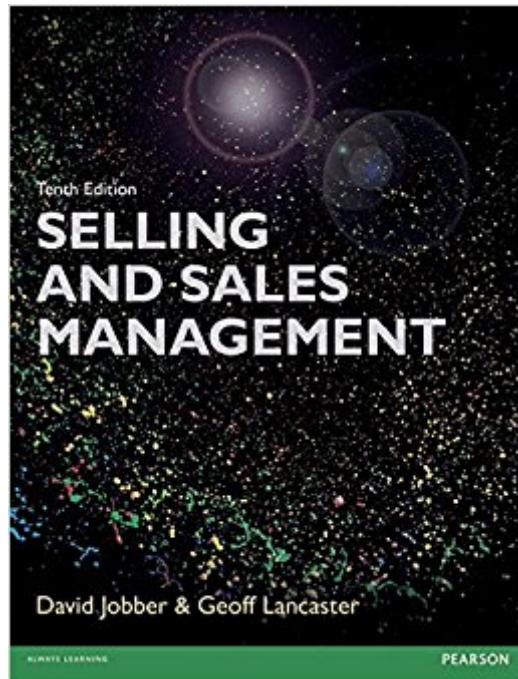




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coverage of the management of sales channels. Increased number of examination questions at the end of each chapter. About the authors David Jobber is Emeritus Professor of Marketing at Bradford University and has served on the editorial boards of numerous marketing and sales management journals. He also served as Special Advisor to the Research Assessment Exercise panel that rated research output from business and management schools throughout the UK. David has also received the Academy of Marketing Life Achievement award for extraordinary and distinguished services to marketing. Geoff Lancaster is Dean of Academic Studies at the London School of Commerce and was formerly Chairman of Durham Associates Group Ltd, which he guided to obtaining the Queen's Award for Exporting. He was formerly Senior Examiner to the Chartered Institute of Marketing and Chief Examiner to the Institute of Sales and Marketing Management. His Professorship is a lifetime award for research and publishing in the area marketing.

Paul Richards was formerly Head of the School of Law at the University of Huddersfield. He has had many years of experience as a university academic in contract law, land law and trusts and formerly served as Chief Examiner in the Law of Contract to the Chartered Institute of Legal Executives. He has also acted as external examiner at numerous universities and examining bodies in these subjects. --This text refers to an out of print or unavailable edition of this title.

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