



## **Sales and Distribution Management (Text and Cases): 2e**

*By Krishna K Havaldar, V M Cavale*



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"The Primary aim of the book is to provide students of management with a firm foundation for understanding all the main components of sales and distribution management. The book has a practical orientation, as it is written by authors who have worked as practicing managers mostly in sales and distribution and between them have over 60 yrs of industry experience. The book, therefore, is a useful resource to practicing professionals in industry, training and consultancy. New to this edition • Coverage of all the topics that a sales/distribution manager needs to know in order to carry out his/her job effectively. • Focus on the decision-making process and implementation of decisions in sales and distribution management. • A new chapter on Sales Promotion has been added to reflect the increasing interest in sales promotion shown by industry professionals and academic fraternity. • Important topics have been introduced and expanded like e-Selling, Marketing Intelligence, Retailing, Managing Key Accounts, Marketing Logistics and SCM, Channel Systems and their Management, and so on."

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### **Editorial Review**

#### **About the Author**

Krishna K. Havaldar is a Professor at the School of Business, Alliance University Bangalore. He holds a Postgraduate Diploma in Business Administration from the Indian Institute of Management (IIM) Ahmedabad and a degree in electrical engineering from the University of Pune. Prof. Havaldar has been a member of All India Management Association and has also served as the Dean at the Xavier Institute of Management and Entrepreneurship (XIME), Bangalore, and as the Principal at the RJS Institute of Management Studies, Bangalore. Prior to his career in academia, Prof. Havaldar worked in the companies such as Blue Star Ltd, Crompton Greaves Ltd and Kirloskar Consultants for more than three decades in various capacities—starting from service engineer, area sales manager, regional marketing manager to marketing manager, general manager and vice-president. He has a number of publications and case studies to his credit and has also authored *Business Marketing: Text & Cases*, which is now in its third edition. Prof. Havaldar devotes his leisure time to yoga and meditation and prefers spending quality time with his family. Cricket is his another leisure interest. He had indeed played Ranji Trophy Tournament for Maharashtra. VM Cavale is a management consultant and has been teaching marketing and supply chain management at some of the leading business schools in India and abroad as a guest faculty. A graduate in mechanical engineering, he also holds a Postgraduate Diploma in Business Administration from the Indian Institute of Management (IIM) Ahmedabad. Vasant Cavale worked for almost three decades in the marketing, sales, distribution and logistics departments of the Unilever Group at senior levels both in India & abroad. He then worked in KPMG Management Consulting for three years as a Principal Consultant, Operations, where he facilitated setting up the supply chain management practice. He has handled a number of consulting assignments in various industry verticals in marketing, sales, distribution, SCM, performance improvement, cost reduction and people management in India and abroad. A member of the Institution of Engineers and The Indian Institute of Materials Management, Vasant Cavale has also been involved in a number of training programmes in many companies and industry groups in the subjects of his specialisation. Vasant Cavale's leisure interests include listening to music, watching movies & reading. He is also associated with a couple of NGOs.

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