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Knowledge Group: Marketing

Research Domains: Sales

Teaching Domains: Sales Management, Key Account Management,
Marketing Management, Marketing & Sales Integration

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Articles in Scholarly Journals

Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management Around the Globe

ROUZIOU, M., W. BOLANDER, K. PEESKER, P. HAUTAMÄKI, D. RANGARAJAN, M. SAMARAWEEERA, J. BULLEMORE, M. KLEIN, R. AGNIHOTRI, K. B. JENSEN, D. P. CLARO, C. FOURNIER, G. R. GONZALEZ, P. GUENZI, S. KADIĆ-MAGLAJLIĆ, C. LAI-BENNEJEAN, W. PALOMINO-TAMAYO, C. RAMOS, L. RYALS, J. SALAS, H. SHI, P. SQUIRE, J. WESTPHAL, "Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management Around the Globe", Journal of International Marketing, 2025, vol. 33, no. 2, pp. 61-82

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Mastering the Digital Transformation of Sales

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It is all in good humor? Examining the impact of salesperson evaluations of leader humor on salesperson job satisfaction and job stress

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Cognitive and affective determinants of salesforce performance: A two-wave study

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The role of leadership in salespeople's price negotiation behavior

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Il marketing nel mercato radiofonico: il caso Radio DeeJay

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Practice-Oriented Books

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Cases in International Case Collections

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