

International Sales And The Middleman Managing Your Agents And Distrtors

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"international sales and the middleman", has now been released in paperback edition by London Publisher - Business Books 2000 Ltd. This highly readable and stimulating book tells you all you need to know about managing intermediaries - dealers, distributors, agents - for better results.

International Sales and the Middleman - About the Author

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A middleman is a person or company that connects buyers with sellers. Wholesalers are a type of middleman. They buy goods from a manufacturer and then resell them to a retailer. A retailer is also...

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international sales and the middleman

Yet probably the most acid test to be faced by any aspiring international sales manager will be to get his middlemen behind him and to learn how to drive international business through these vital people. The starting point for successful middleman management is to understand the basics - and the first is 'critical mass'.

International Sales and the Middleman - Articles Continued

International Sales and the Middleman provides a down-to-earth, practical, and insightful guide that will enable export sales managers to build-or rebuild-a distributive network form scratch. It provides detailed advice on selection, negotiation, initiation, training (where appropriate), motivating, development, and managing overseas agents to ensure the maximum sales result.

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A middleman will facilitate interaction between parties, typically for a commission or fee. Some critics say that businesses and customers should try to "cut out the middleman" by dealing directly ...

Middleman Definition

Acknowledged authors Griffin, John P. wrote International Sales and the Middleman comprising 166 pages back in 1998. Textbook and eTextbook are published under ISBN 1852521686 and 9781852521684. Since then International Sales and the Middleman textbook was available to sell back to BooksRun online for the top buyback price or rent at the marketplace.

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