

BST 3202 Salgsledelse og personlig salg

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@book{Berg_2012, address={Oslo}, edition={5. utg}, title={Kunsten å selge: etablere, beholde og utvikle salgsrelasjoner}, publisher={Cappelen Damm akademisk}, author={Berg, Petter A.}, year={2012} }

@article{Cadogan_Lee_Tarkiainen_Sundqvist_2009, title={Sales manager and sales team determinants of salesperson ethical behaviour}, volume={43}, url={https://search.proquest.com/docview/237033637?OpenUrlRefId=info:xri/sid:primo∓accountid=142923}, number={7/8}, journal={European Journal of Marketing}, author={Cadogan, John W. and Lee, Nick and Tarkiainen, Anssi and Sundqvist, Sanna}, year={2009}, month={Jul}, pages={907-937} }

@article{Darrat_Amyx_Bennett_2010, title={An Investigation into the Effects of Work-Family Conflict and Job Satisfaction on Salesperson Deviance}, volume={30}, DOI={10.2753/PSS0885-3134300304}, number={3}, journal={Journal of Personal Selling & Sales Management}, author={Darrat, Mahmoud and Amyx, Douglas and Bennett, Rebecca}, year={2010}, month={Jun}, pages={239-251} }

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@book{Hofbauer, address={Oslo}, title={Salgets helter: en bok om B2B-salg}, publisher={Universitetsforl}, author={Hofbauer, Christian} }

@book{Jobber_Lancaster_2015, address={Harlow}, edition={10th ed}, title={Selling and sales management}, url={https://ezproxy.library.bi.no/login?url=https://bc.vitalsource.com/tenants/bi_business_school_pearson_bridge/libraries?bookmeta_vbid=9781292078038}, publisher={Pearson}, author={Jobber, David and Lancaster, Geoff}, year={2015} }

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@book{Kunøe_2010, address={Oslo}, title={Salg og salgsledelse med CRM-systemer}, publisher={ScanForum}, author={Kunøe, Gorm}, year={2010} }

@article{Onyemah_2009, title={The effects of coaching on salespeople's attitudes and behaviors}, volume={43},

url={<https://search.proquest.com/docview/237029843?OpenUrlRefId=info:xri/sid:primo∓accountid=142923>}, number={7/8}, journal={European Journal of Marketing}, author={Onyemah, Vincent}, year={2009}, month={Jul}, pages={938-960} }

@book{Petersen_2016, address={Oslo}, edition={3. utg}, title={Nå dine salgsmål!: Grunnleggende salgsteknikk for alle som jobber med kunder}, publisher={Universitetsforl}, author={Petersen, Eirik}, year={2016} }

@article{Sarin_Sego_Kohli_Challagalla_2010, title={Characteristics that Enhance Training Effectiveness in Implementing Technological Change in Sales Strategy: A Field-Based Exploratory Study}, volume={30}, DOI={10.2753/PSS0885-3134300205}, number={2}, journal={Journal of Personal Selling & Sales Management}, author={Sarin, Shikhar and Sego, Trina and Kohli, Ajay K. and Challagalla, Goutam}, year={2010}, month={Mar}, pages={143-156} }