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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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The relationship between digital solution selling and value-based selling: a motivation-opportunity-ability (MOA) perspective

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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

ALAVI, S., J. HABEL, P. GUENZI, J. WIESEKE, "The role of leadership in salespeople's price negotiation behavior", Journal of the Academy of Marketing Science, 2018, vol. 46, no. 4, pp. 703-724

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Beyond the retention—acquisition trade-off: Capabilities of ambidextrous sales organizations

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Il caso Ecolab

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How to use a sponsorship platform to support an international master brand strategy: the UniCredit UEFA champions league sponsorship

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The sales function in the twenty-first century: where are we and where do we go from here?

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The launch of new brands by professional soccer teams: the case of U.S. Lecce - Salento 12

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Il marketing nel mercato radiofonico: il caso Radio DeeJay

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Leading teams: tools and techniques for successful team leadership from the sports world

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Cases in International Case Collections

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