Sales Management: Shaping Future Leaders is designed for upper-level students enrolled in sales management courses. This is the first new book in this area in nearly 20 years. It provides a contemporary, engaged learning opportunity based upon the latest sales leadership thought, practice, technology, and teaching methods. Sales practitioners introduce the application and challenges of the topics addressed in each of the 15 chapters. Each chapter involves students through the use of a web-based sales management system, ethical and leadership challenges, cross-cultural and global selling and management applications, as well as interactive role play scenarios and cases intended for class use.