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Duane Miles Cron, of Athens, was called home to be with his Lord on Monday, Dec. 7, 2020 at the age of 93. Duane was born on Jan. 16, 1927 in Johnson City, New York, a son of the late Dwight and Gertrude Daugherty Cron. He was also pre-deceased by older brother, Richard (Dick) Cron and his wife ...

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William L. Cron received his BSBA from Xavier University and his MBA & DBA from Indiana University. He is a Professor of Marketing at the M.J. Neeley School of Business at Texas Christian University. His areas of expertise and research are Sales Management Issues, Marketing Strategy Planning for Growth & Profits, and Wholesaling Management Issues.

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Summary. Easily accessible, real-world and practical, Dalrymple's Sales Management 10e by Cron and DeCarlo introduces the reader to the issues, strategies and relationships that relate to the job of managing an effective sales force.

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William L. Cron is the author of Dalrymple's Sales Management (3.25 avg rating, 12 ratings, 0 reviews, published 2005), Sales Management (3.60 avg rating...

William L. Cron (Author of Dalrymple's Sales Management)

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