



Sales & Marketing Strategies and News is the nation's most comprehensive publication dedicated to the news, information and instructional needs of key corporate decision makers responsible for the growth and vitality of their companies. It addresses the entire spectrum of corporate sales and marketing information needs including sales management, trade show marketing, sales promotions, advertising trends and media, business/incentive travel, sales training & conferences, presentations, sales automation, point-of-purchase and in-store marketing, incentive marketing, & database marketing. The Sales & Marketing Strategies & News file is great for any offers including mobile products, training, software, hardware, general catalogers, corporate gifts, managerial products and services, internet, financial services, high-ticket gifts, seminars and conferences, travel and more who manage people and control budgets for their companies.

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Job Function:

Corporate Management.....29,994
Sales & Marketing Management.....39,204
Advertising/Sales Promotion Management.....4,409
Other Management.....5,827
Other.....11,782

Primary Business:

Manufacturer.....27,670
Wholesaler, Distributor, Jobber.....6,563
Retailer.....4,001
Financial, Insurance, Real Estate, Association.....4,657
Utilities, Transportation,
Travel, Communications.....3,174
Advertising Agency, Marketing Research.....6,193
Travel Agency, Meeting Firm.....1,297
Media.....2,583
Premium, Incentive, Ad Specialty Firm.....2,022
Other.....32,974

Employee Size:

Less than 25 employees.....24,649
25-49 employees.....6,218
50-99 employees.....6,539
100-499 employees.....25,095
500-999 employees.....7,655
More than 1,000 employees.....18,459

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ADDITIONAL INFORMATION

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