

Free reading Advertising and sales management free download (2023)

Selling and Sales Management Sales Management Sales Management. Simplified.
Sales Management Sales Management Sales Management Sales Management
Salesmanship And Sales Management Advanced Sales Management Handbook and Cases
Sales Management Sales Management Sales Management Sales Management Sales Force
Management Sales Management Success Sales Management Cracking the Sales
Management Code: The Secrets to Measuring and Managing Sales Performance Sales
Management And Sales Promotion Sales Management Fundamentals of Sales
Management for the Newly Appointed Sales Manager Effective Selling and Sales
Management Sport Promotion and Sales Management Sales Management Demystified
Sales Management in Action Personal Selling and Sales Management Sales
Management Sales Management Mastering Global Business Development and Sales
Management Building a Winning Sales Management Team Selling and Sales
Management Managing for Sales Results The Oxford Handbook of Strategic Sales
and Sales Management Sales Management For Dummies Sales Management Sales
Management Essentials You Always Wanted To Know Fundamentals of Sales
Management Rethinking Sales Management ProActive Sales Management SALES
MANAGEMENT: CONCEPTS AND CASES, 10TH ED Sales Management

Selling and Sales Management 2019

this new edition comes fully updated with new case studies using working businesses to connect sales theory to the practical implications of selling in a modern environment it also contains the results from cutting edge research that differentiates it from most of its competitors the book continues to place emphasis on global aspects of selling and sales management topics covered include technological applications of selling and sales management ethics of selling and sales management systems selling and a comprehensive coverage of key account management

Sales Management 2004

the textbook is primarily written for students pursuing sales management as a main or as an optional paper in marketing course the book covers syllabus of b b a m b a and p g d b m marketing executives and advertising managers can also appraise themselves of the subject the book has been written in an easy language and a lucid style latest models and theories are very well explained with practical examples questions set in the universities are given at the end of each chapter even professionals in marketing sales finance and production purchasing would find this easy to understand book valuable the main topics covered in the book include introduction salesmanship and themes of selling sales promotion marketing management physical distribution salesmen recruitment personal selling wholesaling retailing cooperative selling the sales organisation marketing strategy in personal selling sales and other departments the sales manager the sales force management training in sales remuneration of sales personnel motivation by sales management sales field territories quotas and salesman s report marketing policies market measurement sales forecasting and sales budget psychology of sales techniques of selling sales talks sales records

Sales Management. Simplified. 2015-10-21

packed with examples and anecdotes sales management simplified offers a proven formula for prospecting developing and closing deals in your time on your terms why do sales organizations fall short every day expert consultants like mike weinberg are called on by companies to find the answer and it s one that may surprise you typically the issue lies not with the sales team but with how it is being led through their attitude and actions senior executives and sales managers unknowingly undermine performance weinberg tells it straight by calling out the problems plaguing sales forces and the costly mistakes made by even the best intentioned sales managers the good news is that with the right guidance results can be transformed in sales management simplified weinberg teaches managers how to implement a simple framework for sales leadership foster a healthy high performance sales culture conduct productive meetings put the right people in the right roles retain top producers and remediate underperformers point salespeople at the proper targets blending blunt

practical advice with funny stories from the field sales management simplified delivers the tools every sales manager needs to succeed managing sales doesn't have to be complicated and the solution starts with you

Sales Management 2010-08-27

sales management is a complete and practical handbook for all involved in the field of selling it is an essential source book a complete sales management course and a consultant's detailed plan in one volume the sales manager needs all the skills and qualities of the salesperson in order to get things done by effective management of an often quite diverse team of people the emphasis in his or her role is on planning controlling monitoring managing and motivating their sales force step by step the book provides detailed guidance to the practicalities of organization and management including selection training motivation communication and control the author also gives in depth analysis to such vital topics as forecasting and sales promotions the use of planning and control forms and alternative sales distribution methods such as franchising it will be key reference and reading for every practising sales manager at area manager level and above in large corporations and the field or local manager in smaller companies with less structured organizations

Sales Management 2015-03-26

updated throughout with new vignettes boxes cases and more this classic text blends the most recent sales management research with real life best practices of leading sales organizations the text focuses on the importance of employing different sales strategies for different consumer groups and on integrating corporate business marketing and sales strategies it equips students with a strong foundation in current trends and issues and identifies the skill sets needed for the 21st century

Sales Management 2015-03-27

the new 9th edition of sales management continues the tradition of blending the most recent sales management research with real life best practices of leading sales organizations the authors teach sales management courses and interact with sales managers and sales management professors on a regular basis their text focuses on the importance of employing different sales strategies for different consumer groups as well as integrating corporate business marketing and sales strategies sales management includes current coverage of the trends and issues in sales management along with numerous real world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions key changes in this edition include updates in each chapter to reflect the latest sales management research and leading sales management trends and practices an expanded discussion on trust building and trust based selling as foundations for effective sales management all new chapter opening vignettes about well known companies that introduce each chapter and illustrate

key topics from that chapter new or updated comments from sales managers in sales management in the 21st century boxes an online instructor s manual with test questions and powerpoints is available to adopters

Sales Management 2021

salesmanship today comprises a wide range of activities and constitutes an integral part of management this book presents the basic elements of the subject in a simplified and graded approach maintaining the features of the earlier edition all the chapters of this edition are qualitatively updated the examples and illustrations in the book are drawn from realistic situations which help the reader develop winning confidence

Salesmanship And Sales Management 2003-11-01

advanced sales management handbook and cases analytical applied and relevant will fill the need in the market for a solid case work role play and activity book it has been written by sales teaching professionals and sales executives the life experiences of professionals with varied experiences will provide students with a solid foundation for learning this will give college professors from around the world a better opportunity to ensure quality of learning the book is intended to be supplemental to any other sales management text on the market but could be used alone in an advanced sales management or marketing analytics course in which the students already have the base theoretical knowledge the various cases role plays and experiential exercises in this book will follow the same topical structure of other sales management texts so that any sales management instructor can readily adopt this supplemental book for many of the cases actual data has been given so that students are required to use and understand analytical software

Advanced Sales Management Handbook and Cases 2012-04-23

a guide to increasing sales productivity the book shows what sales executives need to do to inspire their sales forces to increase productivity through customer service equitable compensation plans e commerce sales force automation and more

Sales Management 2001-01

sales management offers a global perspective on the opportunities and issues facing today s sales managers current textbooks have failed to move beyond the us context sales management provides unique access to european and international experts with globally relevant case studies

Sales Management 2017-09-16

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 with a lively and engaging style this book places emphasis on developing a sales force program and managing strategic account relationships with additional information on team development diversity in the work force problem solving skills and financial issues this title provides a complete guide for taking student past the classroom and into a future career in sales management

Sales Management 2010

designed to prepare upper level undergraduate and graduate business students for work in the exciting field of global sales management this text focuses upon the managerial and cross cultural aspects necessary for leading the global sales force

Sales Management 2003

formerly published by chicago business press now published by sage written in an engaging and student friendly manner sales force management provides a blend of cutting edge research and practical strategies author gregory a rich delves into the challenges faced by today s sales managers covering topics such as technology globalization and social selling keeping your students up to date with the latest developments in the field

Sales Force Management 2023-12-13

the most up to date and proven strategies from the ceo of porter henry co written exclusively for sales managers sales management success optimizing performance to build a powerful sales team contains a leading edge training program that is filled with state of the art approaches specifically designed for sales managers drawing on the author s experience as the ceo of porter henry co the oldest sales force training company in the world warren kurzrock details the 8 most critical abilities and strategies in the sales manager s job the porter henry process has proven to routinely help teams and individuals multiply their bottom line results while all major companies provide basic orientations for new sales managers these sessions are usually focused on policy procedure product and marketing information most companies spend huge amounts of money on sales training new employees but do little for sales manager development written for sales executives in an appealing upbeat tone the book is well grounded in research and real world experience as well as proven ideas and tools the 8 strategies are supported with illustrative examples and quotes from successful sales executives this must have book contains the most up to date strategies for sales executives offers compelling real world examples includes the ideas and tools that can be put into action

immediately draws on the experience of the ceo of porter henry co reinforces the immediate application and learning with assessments exercises professional toolbox sales management success optimizing performance to build a powerful sales team offers a well organized real world process for today s sales leader to meet the challenge of a most challenging chaotic job

Sales Management Success 2019-10-22

thoroughly updated and completely rewritten this second edition aims to capture the vitality of sales management in an environment that is constantly changing noted for its realism in presenting the sales management function the text incorporates examples of current practises and includes realistic case studies carefully developed to provide a variety of learning opportunities the second edition has increased emphasis on professional selling ethics international issues automation and sales technology changes in personal selling and gender and racial diversity of the sales force

Sales Management 1994

boost sales results by zeroing in on the metrics that matter most sales may be an art but sales management is a science cracking the sales management code reveals that science and gives practical steps to identify the metrics you must measure to manage toward success arthur dorfman national vice president sap cracking the sales management code is a must read for anyone who wants to bring his or her sales management team into the 21st century mike nathe senior vice president essilor laboratories of america the authors correctly assert that the proliferation of management reporting has created a false sense of control for sales executives real control is derived from clear direction to the field and this book tells how to do that in an easy to understand actionable manner michael r jenkins signature client vice president at t global enterprise solutions there are things that can be managed in a sales force and there are things that cannot too often sales management doesn t see the difference this book is invaluable because it reveals the manageable activities that actually drive sales results john davis vice president st jude medical cracking the sales management code is one of the most important resources available on effective sales management it should be required reading for every sales leader bob kelly chairman the sales management association a must read for managers who want to have a greater impact on sales force performance james lattin robert a magowan professor of marketing graduate school of business stanford university this book offers a solution to close the gap between sales processes and business results it shows a new way to think critically about the strategies and tactics necessary to move a sales team from good to great anita abjornson sales management effectiveness abbott laboratories about the book there are literally thousands of books on selling coaching and leadership but what about the particulars of managing a sales force where are the frameworks metrics and best practices to help you succeed based on extensive research into how world class companies measure and manage their sales forces cracking the

sales management code is the first operating manual for sales management in it you will discover the five critical processes that drive sales performance how to choose the right processes for your own team the three levels of sales metrics you must collect which metrics you can manage and which ones you can't how to prioritize conflicting sales objectives how to align seller activities with business results how to use crm to improve the impact of coaching as neil rackham writes in the foreword there's an acute shortage of good books on the specifics of sales management cracking the sales management code is about the practical specifics of sales management in the new era and it fills a void cracking the sales management code fills that void by providing foundational knowledge about how the sales force works it reveals the gears and levers that actually control sales results it adds clarity to things that you intuitively know and provides insight into things that you don't it will change the way you manage your sellers from day to day as well as the results you get from year to year

Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance 2011-10-14

this invaluable resource helps you understand what it takes to be a great sales manager allowing you to avoid many of the common first time sales management mistakes and be successful right out of the gate making the leap into sales management means meeting a whole new set of challenges as a manager you're going to have to quickly develop the skills that allow you to build and supervise a sales team communicate effectively set goals be a mentor and much much more now that you've been handed these unfamiliar responsibilities you're going to have to think on your feet or face the possibility of not living up to expectations dispensing with dry theory fundamentals of sales management for the newly appointed sales manager helps you understand your new role in the organization and how to thrive simultaneously as both a member of the management team and as a team leader you'll learn how to make a smooth transition into management build a superior high functioning sales team set objectives and plan performance delegate responsibilities recruit new employees improve productivity and effectiveness this book supplies you with indispensable need to know information on communicating with your team your bosses your peers and your customers developing a sales plan and understanding the relationship between corporate department and individual plans applying crucial time management skills to your new role managing a sales territory interviewing and hiring the right people building a motivational environment compensating your people and understanding the difference between training coaching and counseling and knowing how to excel at each

Sales Management And Sales Promotion 1988

effective selling and sales management is designed for anyone with a product or service to sell from entrepreneurs and small business people to managers of corporate sales groups the first chapters feature effective sales techniques

then the book deals with how to recruit salespeople and build a powerful sales team the chapters cover these topics creating sales materials getting started selling techniques finding leads using the telephone effectively effective presentations recruiting others to sell for you recruiting a sales manager recruiting your own sales team interviewing sales people orienting new sales people organizing new sales people setting up a training program coordinating sales activities keeping your sales group motivated providing extra assistance and support training sales people to train others

Sales Management 2006-02-24

this is a guide to promotion and sales in the sport industry experts from the classroom and sports field offer insights and experiential data on the skills needed to succeed in sports promotion and sales

Fundamentals of Sales Management for the Newly Appointed Sales Manager 2007-10

build and manage a sales force that s worth sell ebrating understanding that a sales force is only as successful as its management is the first step to improving overall sales performance the rest can be found inside this hands on guide that shows step by step how to train and retain a team of top sales professionals sales management demystified addresses every step of the process including hiring training compensation organization deployment forecasting motivation and performance management sales managers at every level and students of sales management will find helpful strategies and tactics for molding a team into an effective cohesive unit featuring real world examples end of chapter quizzes and a final exam this incredibly useful guide will help you get the best from your sales force and put your career on the fast track this fast and easy guide offers ideas for sourcing screening and selecting the best candidates tips for training salespeople in product customer and competitor knowledge and in selling skills the model for choosing the most successful sales force organization and deployment monetary and nonmonetary methods to reward positive sales force action and results performance management techniques that evaluate results actions skills knowledge and personal characteristics simple enough for a novice but challenging enough for a veteran manager sales management demystified is your shortcut to developing a successful sales team

Effective Selling and Sales Management 2008

a compilation of works for the personal selling and sales management course at the university of south australia it is compiled from selling today creating customer value and selling and sales management

Sport Promotion and Sales Management 2007-05-04

sales are the lifeblood of the business world and therefore an area of fundamental importance for scholarly research this concise book analyses current thoughts and emerging practices in sales management research organisations who are looking to increase revenues and add new customers to their portfolio will find it increasingly difficult to successfully do this without being aware of and adopting the appropriate adaptive sales processes emergent themes such as agile sales management digital selling artificial intelligence and trust will be discussed in the book that also embraces the importance of customer relationship management and how salespeople are aligning their interactions with the marketing function the text will review recent research to identify how to grow and organise the sales pipeline manage hybrid sales teams and the effects of new technologies on selling processes these discussions will be helpful in highlighting issues and providing some solutions to practitioners who are operating in new environments this book will be invaluable to sales researchers as it summarises current knowledge about key sales and sales management topics and indicates possible future research directions

Sales Management Demystified 2003-12

the survival and of many products and companies depend upon the marketing strategies adopted by them in the rapidly changing scenario of markets when even propaganda and advertisements are unable to do the magic it is the dedicated marketing professionals who compel the customer to purchase their goods and services in today's business strategies production of goods and services are not the end and means of everything neither financial or personnel management nor inventory or time management are important today it is sales management which has the last laugh over every other aspect of the business many a time it has been seen that a better quality product or service has given place to an inferior quality product or service only due to superb marketing management this book is a path breaking effort and opens up a new dimension in the field of sales management which is suitable to the present day needs and requirements it takes into consideration the different academic aspects of marketing and sales management for undergraduate and postgraduate students this book would be of great help to managerial practitioners at any organizational level who are responsible for a function department or a set of responsibilities

Sales Management in Action 2006

this book focuses on the importance of companies and executives recognizing that their organization is sales driven and that there is a definite pronounced connection between sales and all other aspects of how a company operates it details the sales manager's role in developing sales personnel delivering new business to the organization and otherwise becoming a driving force for the

overall prosperity of the company the book differentiates itself by providing the essence of international sales management

Personal Selling and Sales Management 2023-06-02

first line sales managers flms play a key role in helping a sales organization drive profitable revenue growth in an ever changing business environment but although directly responsible for managing and driving sales force performance flms often don t get enough time attention and resources from sales leaders building a winning sales management team shows just how important flms are to sales organizations and what happens when companies underinvest in these key players authors of four previous books on sales management zoltners sinha and lorimer show in building a winning sales management team just how companies can nurture successful flms and improve sales force productivity the book has dozens of real life examples of how investing in first line management paid off in a big way in developing the book the authors collaborated with leaders from some of the world s top companies the authors also draw on their cumulative experience as sales and marketing consultants faculty members at northwestern university s kellogg school of management and business speakers and writers to produce fresh completely original insights on sales force effectiveness building a winning sales management team shows in detail exactly how companies can improve flm performance the authors reveal eight key drivers for defining creating and enabling a successful first line sales management team and show how flms are critical facilitators of change the book also includes a self assessment tool to help organizations determine the right priorities to start improving sales management team performance

Sales Management 2003

a step by step how to guide to selling in the contemporary world with a focus on storytelling to enhance relationship building and help drive sales alongside skills development for sales management and today s role for sales data analytics

Sales Management 2020-08-03

this book looks at various methods for recruiting salespeople from the traditional to the radical and shows you how to make the smartest most profitable hiring decisions for your team it argues that sales managers should put more emphases on coaching and recruiting making it a priority for your sales organization with the right recruiting and training strategies you can find a constant stream of qualified candidates and beat your competitors to the best sales prospects

Mastering Global Business Development and Sales Management 2012

the oxford handbook of strategic sales and sales management is an unrivalled overview by leading academics in the field of sales and marketing management sales theory is experiencing a renaissance driven by a number of factors including building profitable relationships creating delivering brand value strategic customer management sales and marketing relationships global selling and the change from transactional to customer relationship marketing escalating sales and selling costs require organisations to be more focused on results and highlight the shifting of resources from marketing to sales further the growth in customer power now requires a strategic sales response and not just a tactical one the positioning of sales within the organisation the sales function and sales management are all discussed the handbook is not a general sales management text about managing a sales force but will fill a gap in the existing literature through consolidating the current academic research in the sales area the handbook is structured around four key topics the first section explores the strategic positioning of the sales function within the modern organisation the second considers sales management and recent developments the third section examines the sales relationship with the customer and highlights how sales is responding to the modern environment finally the fourth section reviews the internal composition of sales within the organisation the handbook will provide a comprehensive introduction to the latest research in sales management and is suitable for academics professionals and those taking professional qualifications in sales and marketing

Building a Winning Sales Management Team 2021-11-13

guide your sales force to its fullest potential with a proven sales management and execution process sales management for dummies aids organizations and individuals in reaching the highest levels of success although selling products or services is a central part of any sales job there s much more to it with this fun and accessible guide you ll go beyond the basics of sales to learn how to anticipate clients needs develop psychologist like insight and so much more because few people go to school to earn degrees in selling sales talent is developed in the field unfortunately most training efforts fail to reach their objectives in large part because of the absence of any kind of reinforcement or coaching this book is your one stop guide to managing an existing or start up sales force to succeed in every area of sales from prospecting to closing shows you how to reach your fullest potential in sales helps you effectively inspire great performance form any sales force demonstrates how to prospect recruit and increase your organization s income and success teaches you how to manage sales teams to greatness if you re one of the millions of salespeople or sales managers worldwide looking for a fast easy and effective way to get the most out of your sales force the tried and true guidance presented inside sets you up for success

Selling and Sales Management 2008-03-31

this international textbook focuses on the strategic and operational aspects of sales management with new material on coaching and motivating sales teams sales skills and leadership are developed in this unique product sales management teaches students how to gradually draw up a comprehensive sales plan a process of analysing learning asking brainstorming writing removing and reformulating this comprehensive text provides core reading for students of sales and sales management globally

Managing for Sales Results 2012-11-22

do you want to know about various sales promotion tools to maximize sales revenue in your organization are you looking for ways to handle conflict situations in sales management do you want to know why sales force management is so important sales management essentials you always wanted to know is a ready reckoner on sales management fundamentals and their practical applications sales management essentials contains everything you need to know about sales management in this book you will learn why and how sales and marketing are different and the wide range of sales channels you can use to sell your products if you ve been focused on only selling your product and not your product concept this book will teach you how yes there s a difference if you want to conduct sales promotions and need effective sales promotion techniques this book will provide what you require this book will help you to understand all aspects of sales management functions learn how to manage the sales channels and sales force discover the relationship between sales and marketing study various selling tools sales techniques and sales strategies explore various sales promotion activities to increase sales learn channel conflict management and resolution skills the book is an ideal pick for young managers entrepreneurs and graduate students who wish to acquaint themselves with all the aspects of sales management it is also an excellent teaching aid for the academic fraternity and industry professionals about the series sales management essentials is part of the self learning management series that is designed to help students professionals and entrepreneurs learn essential management lessons this series of books is written by industry experts who have combined their vast work experiences into relevant concise and practical handbooks that appeal to learners from all spheres of life

The Oxford Handbook of Strategic Sales and Sales Management 2015-10-05

this book deals with the subject of sales salesmanship and sales management and enquires why how when and who should be selling products and services to the ultimate consumer it will serve as a textbook for students of marketing and sales management

Sales Management For Dummies 2019-11-27

until recently sales managers received no specific training for their jobs however selling has become more complex with the emergence of regulations and more sophisticated customers sales managers need to inspire and achieve sales results by managing teams of professionals and other resources to do so they need guidance on dealing with issues that arise in these broader aspects of their role this concise guide for sales managers is based on a well known sales management technique called the customer portfolio matrix both rogers weaves her version of this throughout enabling sales managers to see their strategy from the customer s point of view doing so will allow them to set realistic objectives design new strategies that add real customer value avoid wasting time on price oriented customers and deploy resources for maximum results

Sales Management 2022-04-08

a how to do it guide for stressed out sales managers it shows them how to get on top of their jobs and become provocative managers instead of reactive ones

Sales Management Essentials You Always Wanted To Know 2005-02-01

market desc sales managers special features offers streamlined coverage for easier readability and retention includes numerous new and updated cases updates the majority of case studies at the beginning of each chapter presents new and expanded discussions on sales network customer life time value solutions selling marketing sales interaction and marketing sales shared responsibilities incorporates the latest findings in sales force management research about the book dalrymple s sales management arms sales managers with the tools to help their companies gain a competitive edge as well as acquire strategic advantages in their careers with the tenth edition they ll find streamlined coverage for easier readability and retention numerous new cases have been added and several others have been significantly updated the majority of case studies at the beginning of each chapter have been reworked the authors also present new and expanded discussions on sales network customer life time value solutions selling marketing sales interaction and marketing sales shared responsibilities this material empowers sales managers to build a sales force manage strategic relationships and motivate the sales team

Fundamentals of Sales Management 2011-02-15

the second edition of sales management shaping future sales leaders was updated with new academic sources and practical examples that improve your students understanding of the material each chapter opening features a practicing sales manager who advised us about the chapter and discusses how his or her firm manages its sales team in each chapter you will find special boxed sections on

ethics technology and or global issues at the end of each chapter we have added a new section managing your career to help students better understand why the material is personally important to them we also provide a suggested role play for each chapter to engage the students and help reinforce chapter content plus you will find two short cases caselets per chapter that students can read quickly and that you can use to either introduce or summarize the chapter these features really help make your classroom interactive

Rethinking Sales Management 2001

ProActive Sales Management 2010-06-01

**SALES MANAGEMENT: CONCEPTS AND CASES, 10TH ED
2012-08-13**

Sales Management

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