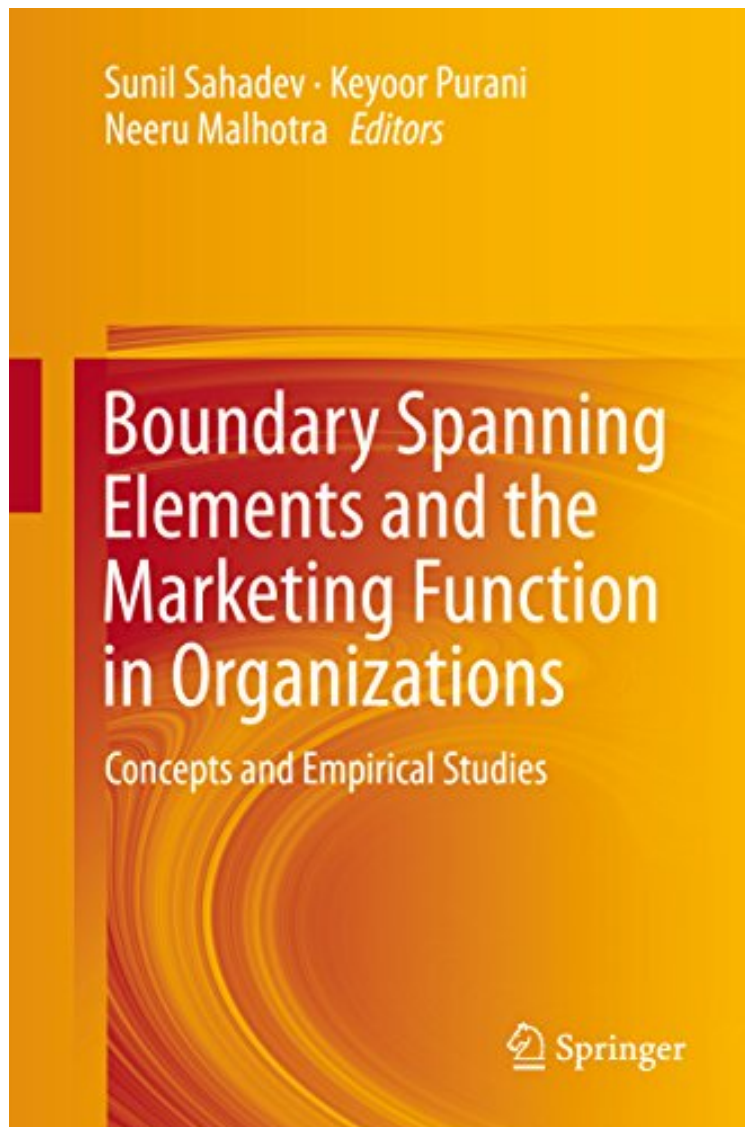


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From the Back Cover This book presents current research on boundary spanning elements. The editors bring together extant knowledge in the field and present a uniform narrative. Previous studies have often been disseminated across several academic disciplines like services marketing, personal selling and sales management etc. and this monograph aggregates studies dealing with boundary spanning elements or has boundary spanning elements related to the marketing function as the main empirical platform under a uniform theoretical perspective. Each chapter in the book deals with an important research theme and synthesizes studies in relation to boundary spanning elements. About the Author Sunil Sahadev is professor of Marketing at the School of Business, University of Salford, U.K. Before joining Salford, he was at the University of Sheffield, U.K as well as the Indian Institute of Management, Kozhikode, India. He works in the area of Sales management and service employee management. He has published extensively in journals like the European Journal of Marketing, Journal of World Business, Human Resource Management, Journal, International Marketing, Industrial Marketing Management. He has co-authored a book on Distribution Channel Management, published by the Oxford University Press, India, which is a best-selling text book in this field. Keyoor Purani is Associate Professor of Marketing at the Indian Institute of Management, Kozhikode, India. Before joining IIM Kozhikode, he has worked at the Mudra Institute of Communication, Ahmedabad. He has also taught in several universities in Sweden, Ghana and Thailand. As a reputed corporate trainer, he has trained executives in a range of subjects in marketing like customer relationship management, brand management, marketing communication etc. His research spans sales management, brand management and marketing communications. He has published several articles in journals like Journal of Business Research, Journal of Business and Industrial Marketing, Marketing Intelligence and Planning. He has also co-authored a best-selling text book in marketing communication. Neeru Malhotra is a senior lecturer in Marketing at Aston Business School Birmingham. She joined Aston after completing her PhD. From Bradford University. In her research she focuses on service employees, especially in the Indian Call Center sector. She won a major ESRC grant to undertake research on Indian Call centers. She has also published her articles in reputed journals like the European Journal of Marketing, International Journal of Human Resources Management, Journal of Business Research and Journal of Services Marketing.