

CHAPTER NOTES

Chapter V

¹This technique is described in Eric N. Berkowitz, Roger A. Kerin, and William Rudelius, Marketing (St. Louis: Times Mirror/Mosby College Publishing, 1986), pp. 505-506. Also see Walter J. Talley, "How to Design Sales Territories," Journal of Marketing 25 (January 1961), pp. 7-13.