

Joël LE BON, ESSEC Business School Professor of Marketing, received the **Best Paper Award** in Sales Management for his article entitled "Understanding and Assessing the Power of the Sales Organization in Accelerating Customers' Payment Delay" at the annual conference of the **American Marketing Association** in San Diego (California, USA) , August 8-11.

His article represents the **first ever inter-disciplinary Marketing-Accounting research** project to establish a link between salespeople's selling behavior and the reduction of customers' payment delay. Until now, this critical aspect of companies' financial performance has not been investigated in Management research.

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