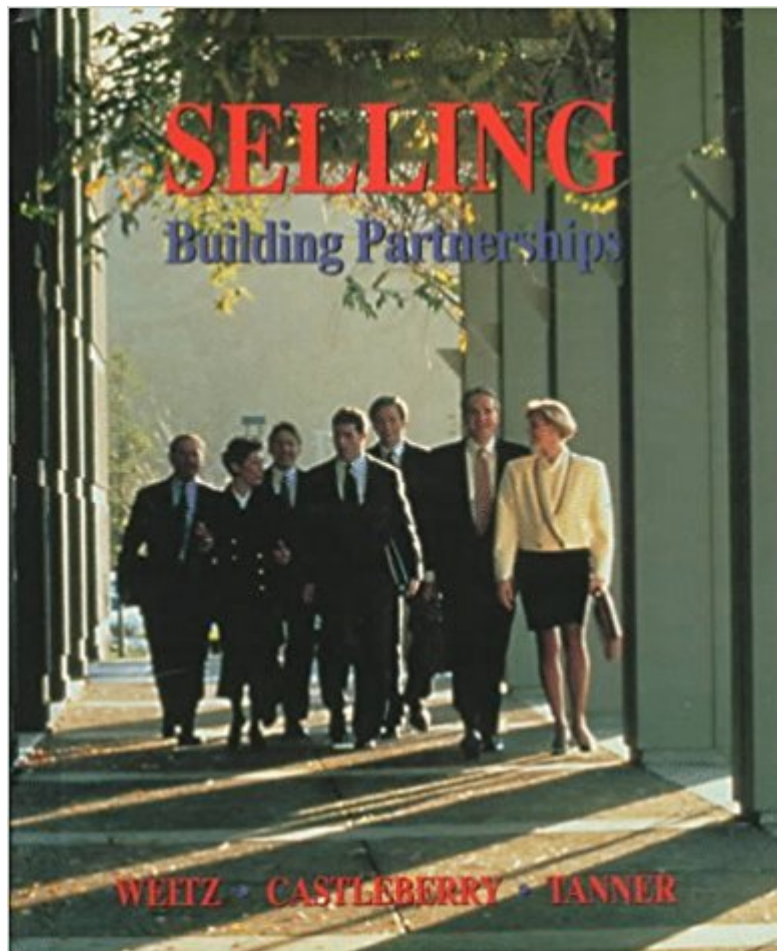




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Selling: Building Partnerships (Irwin/Mcgraw-Hill Series In Marketing)



Synopsis

This text focuses on the partnership/relationship theme in selling. It places emphasis on diversity, includes international selling perspectives and learning aids include role-play exercises, Internet exercises, case studies, sales rep profiles and different selling scenarios.

Book Information

Series: Irwin/Mcgraw-Hill Series in Marketing

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Customer Reviews

Stephen Castleberry is Professor of Marketing and Marketing Department Head at the University of Minnesota Duluth. In addition to personal selling, he teaches marketing principles, marketing ethics, and marketing research. Prior to UMD he held positions (including Department Head) at both Northern Illinois University and the University of Georgia. He has published over 45 referred national and international journal articles and is the past marketing editor of the Journal of Applied Business Research. Outside of University life, Steve's responsibilities include running his 100 acre working farm in northern Wisconsin, serving his community as a firefighter and engineer, and raising eight children with wife Susie. --This text refers to an alternate Hardcover edition.

Got the book on time and as expected but hated the class it was for

Timely and relevant, great source of modern selling information. Bought for school, not for pleasure reading, but it found itself into my permanent library for future use.

I used this book whilst studying my Diploma in Sales and Marketing and found it invaluable. It goes through the fundamental steps of selling and gives you great examples of companies different approaches to the selling environment. A must for all sales people who want to learn the basics of selling or those who want to brush up on their skills.

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