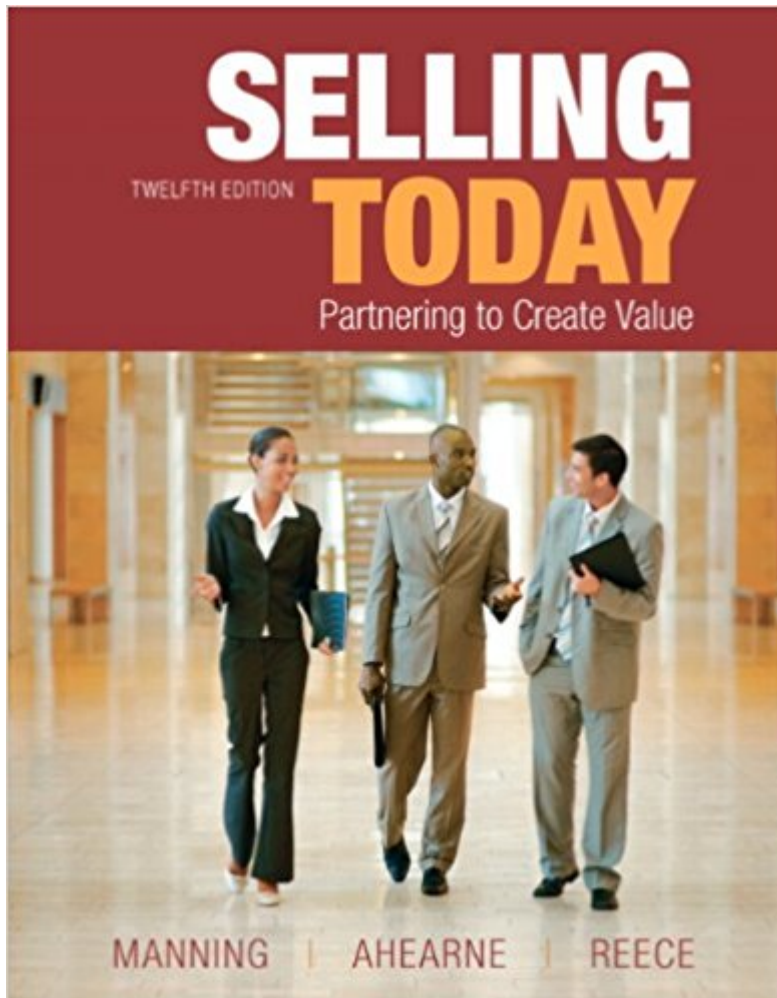




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Selling Today (12th Edition)



Synopsis

Extensive, real-world applications, carefully integrated with current personal selling concepts. *Selling Today: Partnering to Create Value* helps readers understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of “learn by doing” materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process. As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares readers to succeed as members of a new generation of businesspeople.

Book Information

Hardcover: 544 pages

Publisher: Pearson; 12 edition (March 5, 2011)

Language: English

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Product Dimensions: 8.5 x 1 x 11.5 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 21 customer reviews

Best Sellers Rank: #33,561 in Books (See Top 100 in Books) #12 in Books > Textbooks >

Business & Finance > Sales #139 in Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

I'm giving this a five star review because it was a cheaper alternative to buying the book in the school bookstore. The book itself was alright, and complimented the class well, while also being straightforward enough that you can learn the contents just by reading it without attending the class.

It is a good book for someone without a strong background in sales. I enjoyed the part where it shows different scenarios of how to sell to people depending on your/their personality. There are more things about sales that this book didn't cover, such as how to manage a NO as a response, and how to plan and enable a successful Sales team.

Book came on time and was in good quality. Bought because it was required material for

educational course work.

Good Textbook

Great deal.

Item exactly as described!!!

Good condition. Received exactly as stated. Would recommend.

great price, was 1/8 the price my school wanted to charge me!

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