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emphasize throughout the text the need for salespeople to be flexible--to adapt their strategies to customer needs, buyer social styles, and relationship needs and strategies. This is followed by a complete discussion of how effective selling and career growth are achieved through planning and continual learning. This market-leading text has been updated to continue its relevance in the Selling market today just as it was twenty years ago.

Selling: Building Partnerships, 9e remains the most innovative textbook in the Selling course area today with its unique role plays and partnering skills which are critical skills for all business people. The authors emphasise throughout the text the need for salespeople to be flexible and

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to adapt their strategies to customer needs, buyer social styles, and relationship needs and strategies. This is followed by a complete discussion of how effective selling and career growth are achieved through planning and continual learning. This market-leading text has been updated to continue its relevance in the Selling market today just as it was twenty years ago.

Contemporary Selling is the only book on the market that combines full coverage of 21st century personal selling processes with a basic look at sales management practices in a way that students want to learn and

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instructors want to teach. The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers. Johnston and Marshall have created a comprehensive, holistic source of information about the selling function in modern organizations that links the process of selling (what salespeople do) with the process of managing salespeople (what sales managers do). A strong focus on the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics, means the book continues to set the standard for the most up-to-date and student-friendly selling book on the market today. Pedagogical features include: Mini-cases to help students understand and apply the

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principles they have learned in the classroom Ethical Dilemma and Global Connection boxes that simulate real-world challenges faced by salespeople and their managers Role Plays that enable students to learn by doing A companion website includes an instructor ' s manual, PowerPoints, and other tools to provide additional support for students and instructors.

In this latest edition of Sales Force Management, Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill, Ford, and Walker, solidifying the book's position globally as the leading textbook in the field. It ' s a contemporary classic, fully updated for modern sales management practice. Including the Churchill, Ford, and Walker approach,

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Selling: Building Partnerships, 11e remains faithful to the original goal of the product since its first edition-- that instructors don ' t want to teach the history of selling, rather they want their students to know how it is done. While many things have changed in sales, such as the changing roles for technology and the increased use of multichannel go-to-market strategies, students still need to practice their newly learned skills, make ethical choices, and adapt their skills to their audience. Selling; Building Partnerships addresses all of these with distinct roleplays, mini case studies, and current examples throughout. The products ' emphasis on value creation makes it

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appropriate not only for students pursuing a sales career, but also those who seek these skills for other roles in life and business. New to This Edition:

- Brand new chapter opening profiles
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- Brand new Sales Technology boxed items
- Brand new End-Of-Chapter Role Play Cases - while we continue to use Gartner as the company, the customers have all changed throughout

Outlining 10 steps in the personal selling process—from prospecting for new business to closing a deal—this guide explains the art of the sale. The importance of listening to customers, clarifying the difference between selling a product and a service, and

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emphasizing the importance of business ethics are revealed.

Descriptions of the options available to those seeking a career in sales are included, as is an exploration of the impact of the sales profession on the economy, and a reminder that all jobs require some amount of selling.

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special

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