

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

By Barton A. Weitz, Stephen Bryon Castleberry, John F. Tanner



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Using real people, real stories, real examples, and real situations, *Selling: Building Partnerships*, 6/e, delivers an exciting new approach that will help your students develop the partnerships that will promote success in their careers and in their lives. *Selling* presents selling theories and skills and gives students plenty of opportunity to apply them, showing how salespeople operate in real-life selling situations. This gives students a solid foundation for the more specific sales training they receive on the job.



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• Sales Rank: #1853829 in Books

Published on: 2003-02Original language: English

Number of items: 1Binding: Hardcover

• 1 pages

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