



Selling: Building Partnerships (Irwin Marketing)

By Stephen Castleberry, John Tanner

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Selling: Building Partnerships 9e remains the most innovative textbook in Selling with its unique role plays, mini-cases, and focus on knowledge and skills critical to the partnership process and successful business professionals. Emphasized throughout is the need for salespeople to be flexible and adapt strategies to customer needs, buyer social styles, and other relationship needs and strategies. This is followed by thorough discussion of the salesperson as manager and how planning and continual learning enable effective selling and career growth. This market-leading textbook has been recently updated to include McGraw-Hill's Connect and SmartBook (available Summer 2016).

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