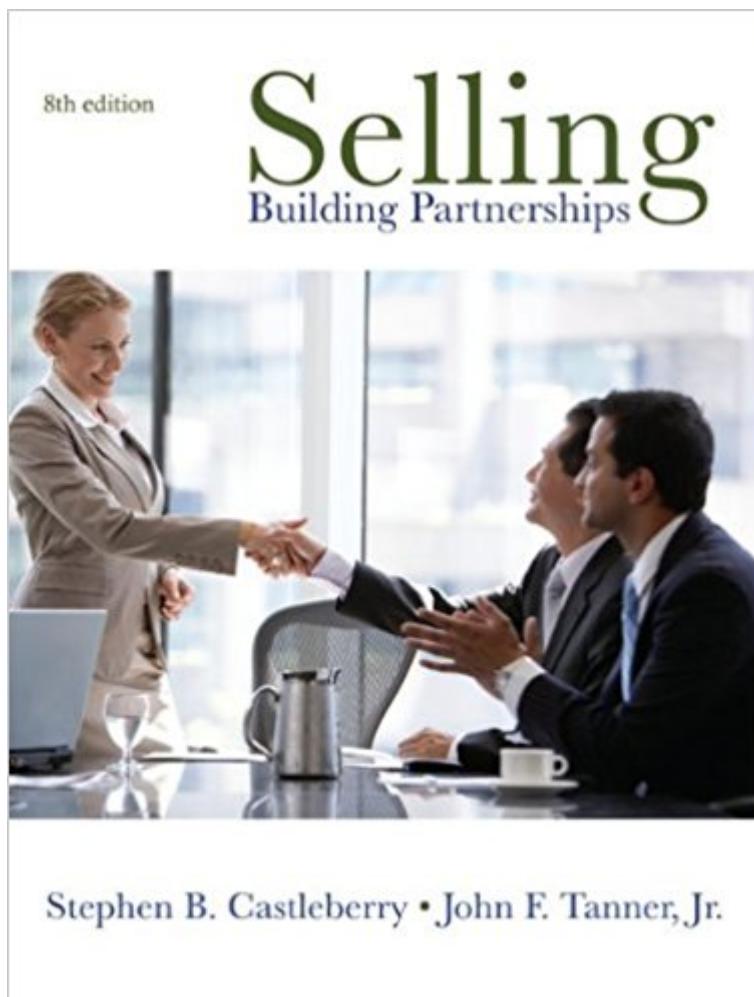


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Selling: Building Partnerships



Synopsis

Selling: Building Partnerships, 8e 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 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.

Book Information

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Customer Reviews

Stephen B. Castleberry, University of Minnesota, Duluth John (Jeff) F. Tanner, Jr., Baylor University
--This text refers to the Paperback edition.

Choosing to buy a international version is a great decision! Always choose international when there is a big price difference. All the same content and exact page referencing expect without a fancy hard cover edition and fancy front cover.

Arrived on time and as described.

Really dense and does not highlight important material that is really testable. The bulk of the reading is laughably general and useless in repairing for exams. Only buy if you must.

Text is a little wordy, but covers the basics. Compliments the Connect online component.

Very useful for school and a lot less expensive.

Needed this book for my selling course. Very good book, really helpful.

Was as expected. Easy to read and understand.

Quite enjoyable for my Marketing course. The personal examples from sales professionals in the field keep it relevant, and the text itself is quite easy to get through.

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