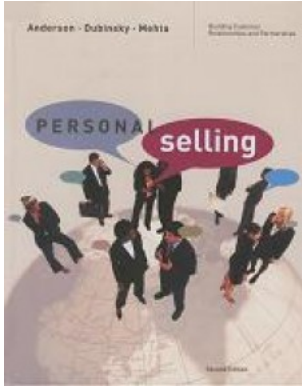


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**Sinopsis**

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Rapid growth in telecommunication technologies and global markets has propelled personal selling into one of the most dynamic, fast changing, and rewarding of all the business professions. Organizations in business-to-business markets are using innovative approaches, sales channels, and technologies to profitably sell their products and services in the global market. Several behavioral, technological, and managerial forces are influencing buyer-seller relationships, and they are changing the way sales activities are carried out and how salespeople understand, prepare for, and accomplish their jobs.