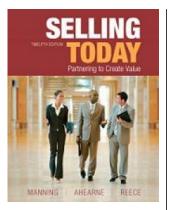
## Librería **Bonilla y Asociados**





## Título: Selling Today: Partnering To Create Value

Autor: Manning; Ahearne; Reece	<b>Precio:</b> \$3232.00
Editorial:	<b>Año:</b> 2011
Tema:	<b>Edición:</b> 12 <sup>a</sup>
Sinopsis	<b>ISBN:</b> 9780132109864

Extensive, real-world applications, carefully integrated with current personal selling concepts.

Selling Today: Partnering to Create Value helps students understand the value of developing their personal selling skills by exposing them to a careful integration of personal selling academic theory and real-world applications. And with the largest number of "learn by doing" materials available in any personal selling text, Manning/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the learning process.

As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares students to succeed as members of a new generation of businesspeople.