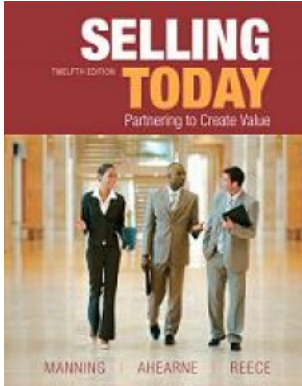


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Título: Selling Today: Partnering To Create Value

Autor: Manning; Ahearne; Reece

Precio: \$3232.00

Editorial:

Año: 2011

Tema:

Edición: 12ª

Sinopsis

ISBN: 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.