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Selling: Building Partnerships (Int l Ed) (Hardback)

By Stephen Bryon Castleberry, John F. Tanner

McGraw-Hill Education - Europe, United States, 2013. Hardback. Condition: New. 9th edition. Language: English . Brand New Book. Selling: Building Partnerships, 9e 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 emphasise throughout the text the need for salespeople to be flexible and 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.

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