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Contemporary Selling
Building Relationships, Creating Value



Mark W. Johnston
Greg W. Marshall



by Mark W. Johnston : **Contemporary Selling: Building Relationships, Creating Value**

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Description :

PDF-da1d7 | Contemporary Selling is the only book on the market that combines full coverage of 21st century personal selling processes with a basic look at sales management practices in a way that students want to learn and instructors want to teach. The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers.

Johnston and Marshall have cre... *Contemporary Selling: Building Relationships, Creating Value*

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