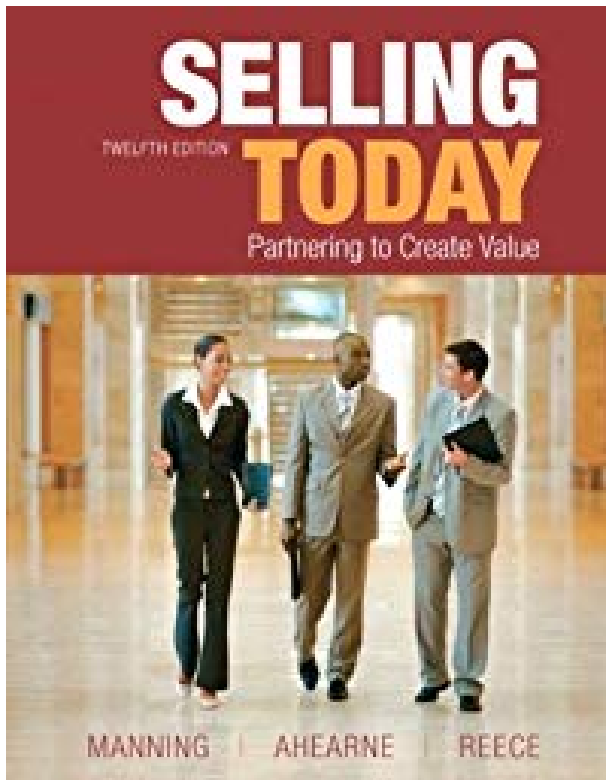


# Selling Today, 12/e



<b>Pages:</b>	544
<b>ASIN</b>	B005C4Z59K
<b>Language</b>	English
<b>Author:</b>	Barry L. Manning, Gerald L. Ahearne, Michael L. Reece
<b>Genre:</b>	Uncategorized
<b>Goodreads Rating:</b>	3.50
<b>Published:</b>	May 9th 2011 by Prentice Hall

[Selling Today, 12/e.pdf](#)

[Selling Today, 12/e.epub](#)

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book.

Extensive, real-world applications, carefully integrated with current personal selling concepts. *Selling Today: Partnering to Create Value* helps readers 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 readers to succeed as members of a new generation of business people.