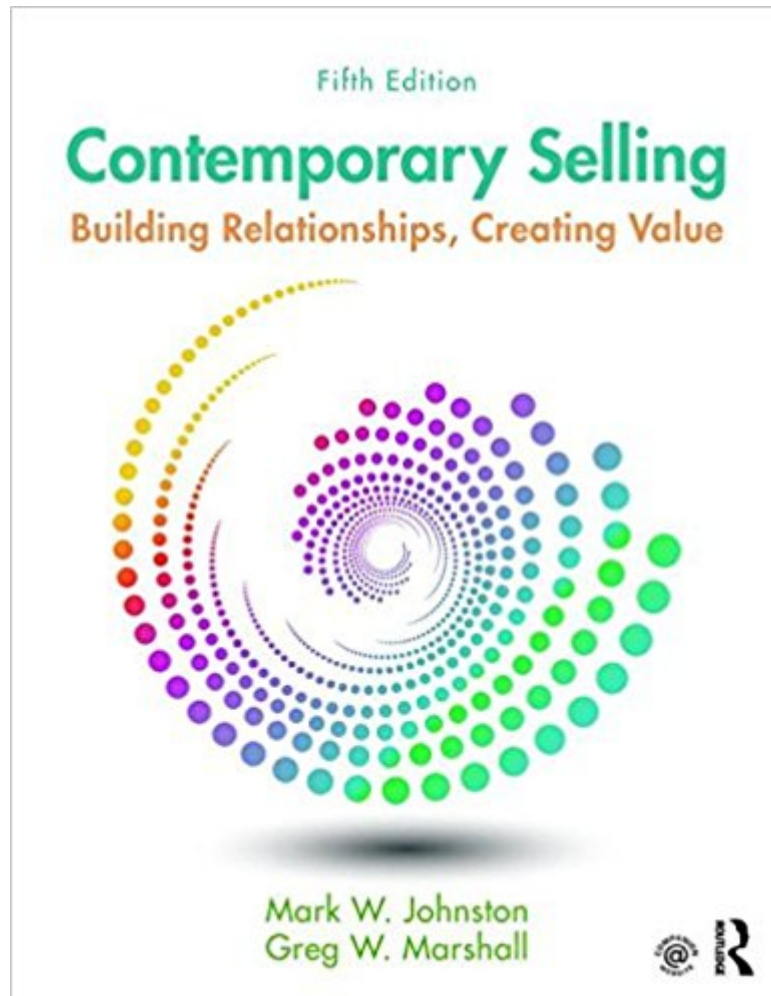




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Contemporary Selling: Building Relationships, Creating Value



Synopsis

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 created a comprehensive, holistic source of information about the selling function in modern organizations that links the process of selling (what salespeople do) with the process of managing salespeople (what sales managers do). A strong focus on the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics, means the book continues to set the standard for the most up-to-date and student-friendly selling book on the market today. Pedagogical features include: Mini-cases to help students understand and apply the principles they have learned in the classroom Ethical Dilemma and Global Connection boxes that simulate real-world challenges faced by salespeople and their managers Role Plays that enable students to learn by doing A companion website— includes an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

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"This is an excellent textbook that I have been using in my 'Personal Selling and Sales Management' classes since 2005! Up-to-date, balanced coverage of broader business issues pertaining to sales; techniques and technology of sales; and sales management. My students have

commended the text materials as both engaging and a valuable resource." Åçâ –â œAmit Mukherjee, Stockton University, USA "This is a comprehensive text that delivers all you need to know about B2B selling from a personal selling and sales management context. It is instructive with excellent supporting learning materials, invaluable in the classroom. I plan to use this text in both my undergraduate and postgraduate courses." Åçâ –â œTony Douglas, Edinburgh Napier University Business School, UK "There are only a few textbooks in the market that cover both selling and sales management and Contemporary Selling is probably the best among them. The book balances coverage between the two areas, theory, and applications. The cases adopted in the book address the key issues in selling and sales management." Åçâ –â œLeo LEUNG Lai-cheung, Lingnan University, China

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Excellent book. Ordered it for my Professional Selling class (undergraduate). Every concept is easy to understand.

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