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Selling Today: Partnering To Create Value, Student Value Edition (14th Edition)



Synopsis

NOTE: This edition features the same content as the traditional text in a convenient, three-hole-punched, loose-leaf version. Books a la Carte also offer a great value; this format costs significantly less than a new textbook. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of MyLab and Mastering platforms exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a Course ID, provided by your instructor, to register for and use MyLab and Mastering platforms.

For courses in Sales and Personal Selling. *Selling Today: Partnering to Create Value* helps you understand the value of developing personal selling skills by exposing you to a personal selling academic theory, role play scenarios, and real-world applications and ethical dilemmas. With the largest number of “learn by doing” materials available in any personal selling text, the 14th Edition offers tools to strengthen your 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 you to succeed as a member of a new generation of businesspeople.

Also available with MyLab Marketing MyLab Marketing is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, you practice what you learn, test your understanding, and pursue a personalized study plan that helps you better absorb course material and understand difficult concepts. If you would like to purchase both the loose-leaf version of the text and MyLab Marketing, search for: 0134611055 / 9780134611051 *Selling Today: Partnering to Create Value, Student Value Edition Plus MyLab Marketing with Pearson eText -- Access Card Package* Package consists of: 0134478347 / 9780134478340 *Selling Today: Partnering to Create Value, Student Value Edition* 0134479955 / 9780134479958 *MyLab Marketing with Pearson eText -- Access Card -- for Selling Today: Partnering to Create Value*

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Customer Reviews

Normal 0 false false false EN-US X-NONE X-NONE Michael Ahearne is Professor of Marketing and C. T. Bauer Chair in Marketing at the University of Houston. He is also Executive Director of the Sales Excellence Institute (SEI). The SEI is widely recognized as the leading university-based sales institute in the world, training more than 2,000 sales students, placing PhD students at top research universities and working with more than 200 major corporations annually. He earned his PhD in Marketing from Indiana University. He has also served on the faculty at the University of Connecticut and at Pennsylvania State University. In addition, he has lectured internationally about sales and sales management in such countries as Austria, Belgium, France, Germany, India, Italy, Spain, and Russia. Dr. Ahearne's research has focused primarily on improving the performance of salespeople and sales organizations. He has published over 40 articles in leading journals such as Journal of Marketing, Journal of Marketing Research, Management Science, Strategic Management Journal, Journal of Applied Psychology, and Organizational Behavior and Human Decision Processes. He was recently recognized by the American Marketing Association as one of the 20 most research productive scholars in the field of marketing. His research has been profiled in the Wall Street Journal, Business 2.0, Business Investors Daily, Fox News, INC Magazine, and many other news outlets. Before entering academia, Mike played professional baseball for the Montreal Expos and worked in marketing research and sales operations for Eli Lilly and PCS Healthcare. He actively consults in many industries including insurance, healthcare, consumer packaged goods, technology, and transportation.

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