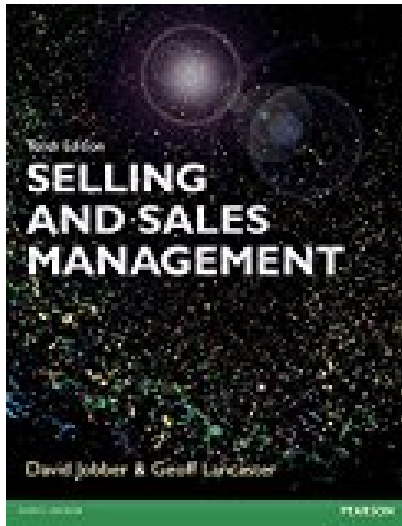


# Selling and Sales Management 10th edn 10th Edition

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## BOOK DETAILS

- Author : David Jobber
- Pages : 544 Pages
- Publisher : Pearson
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## BOOK SYNOPSIS

Over the last twenty years, Selling and Sales Management has proved itself to be the definitive text in this exciting and fast-moving area. This new edition comes fully updated with brand new case studies using working businesses to connect sales theory to the practical implications of selling in a modern environment. This edition continues to place emphasis on global aspects of selling and sales management whilst also covering all of the important elements of the marketing mix. Topics covered include the technological applications of selling and sales management, the ethics of selling & sales management, a look at the sales cycle, cold canvassing and systems selling, and a thorough coverage of B2B and B2C selling.

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