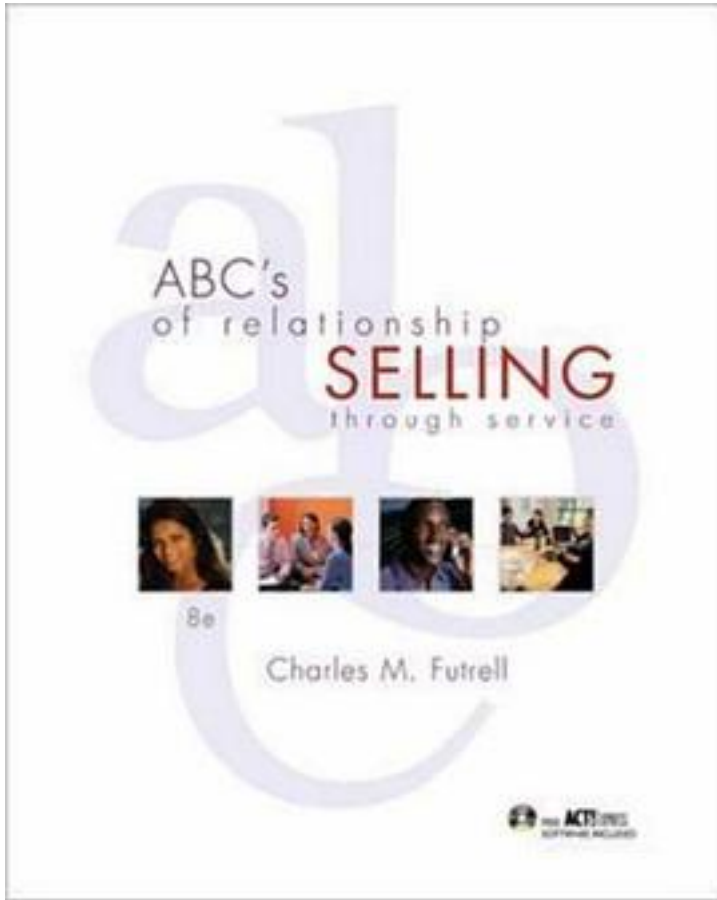


ABC's of Relationship Selling w/ACT! Express CD-ROM (Mcgraw-Hill/Irwin Series in Marketing)



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"ABC's of Relationship Selling, 8/e" by Futrell is written by a sales person turned

teacher and is filled with practical tips and business-examples gleaned from years of experience in sales with Colgate, Up-john, and Ayerst and from the author's sales consulting business. Charles Futrell focuses on improving communication skills and emphasizes that no matter what career a student pursues, selling skills are a valuable asset. This affordable, brief paperback contains a wealth of exercises and role plays is perfect for a selling course where professors spend considerable time utilizing other resources and projects. The text also makes a nice companion to a sales management text in Marketing programs that offer a sales management course, but do not offer a separate selling course.

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目录:

[ABC's of Relationship Selling w/ACT! Express CD-ROM \(Mcgraw-Hill/Irwin Series in Marketing\) 下载链接1](#)

标签

评论

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