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Manning & Reece, Selling Today: Creating Customer Value

Selling Today: Creating Customer Value, 10th Edition Gerald L Manning, Des Moines Area Community College Barry L Reece, Virginia Polytechnic Institute and State University

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Manning, Reece & Ahearn, Selling Today | Pearson

Professor Manning's book Selling Today: Partnering to Create Value, now in its 14th edition, is today's international number-one selling textbook on negotiations and partnering. With Chinese, Spanish, International English-Speaking, Canadian, Croatian, and US editions, millions have profited from the strategies and tactics presented.

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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/Ahearn/Reece offers instructors a variety of teaching tools ...

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