



Selling and Sales Management (9th Edition)

By David Jobber, Geoffrey Lancaster

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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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Selling and Sales Management (9th Edition) By David Jobber, Geoffrey Lancaster Bibliography

- Sales Rank: #1387820 in Books
- Brand: Brand: Pearson Education Canada
- Published on: 2014-03-23
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x 1.50" w x 7.40" l, .0 pounds
- Binding: Paperback
- 592 pages

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Editorial Review

From the Back Cover

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New to this edition:

- New case studies with new teaching notes.
- Fully updated coverage of technological applications in selling and sales management.
- Expanded coverage of selling psychology.
- A more in-depth look at diversity and the multicultural composition of sales forces.
- A more thorough coverage of Relationship Management and the use of social media.

About the authors

David Jobber is Professor of Marketing at Bradford University and serves on the editorial board of numerous marketing and sales management journals. He also served as Special Advisor to the Research Assessment Exercise panel that rated research output from business and management schools throughout the UK. David Jobber has also received the Academy of Marketing Life achievement award for extraordinary and distinguished services to marketing.

Geoff Lancaster is Dean of Academic Studies at London School of Commerce and Chairman of Durham Associates Group Ltd. He was formerly Research Professor of Marketing at London Metropolitan University, Senior Examiner to the Chartered Institute of Marketing and Chief Examiner to the Institute of Sales and Marketing Management.

Don't forget to visit www.pearsoned.co.uk/jobber for additional learning resources.

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Associates Group Ltd. He was formerly Research Professor of Marketing at London Metropolitan University, Senior Examiner to the Chartered Institute of Marketing and Chief Examiner to the Institute of Sales and Marketing Management.

Users Review

From reader reviews:

Benjamin Holmes:

Reading a reserve tends to be new life style within this era globalization. With looking at you can get a lot of information which will give you benefit in your life. Together with book everyone in this world may share their idea. Publications can also inspire a lot of people. A lot of author can inspire their very own reader with their story as well as their experience. Not only situation that share in the books. But also they write about the information about something that you need instance. How to get the good score toefl, or how to teach your young ones, there are many kinds of book which exist now. The authors these days always try to improve their proficiency in writing, they also doing some exploration before they write on their book. One of them is this Selling and Sales Management (9th Edition).

Cody Smith:

The reason why? Because this Selling and Sales Management (9th Edition) is an unordinary book that the inside of the guide waiting for you to snap that but latter it will zap you with the secret the idea inside. Reading this book close to it was fantastic author who else write the book in such incredible way makes the content on the inside easier to understand, entertaining approach but still convey the meaning fully. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of benefits than the other book have such as help improving your expertise and your critical thinking method. So , still want to hold off having that book? If I were you I will go to the publication store hurriedly.

Jane Pelley:

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