



Selling Today: Partnering to Create Value (13th Edition)

By Gerald L. Manning, Michael Ahearne, Barry L. Reece



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Selling Today: Partnering to Create Value (13th Edition) By Gerald L. Manning, Michael Ahearne, Barry L. Reece

For courses in Sales and Personal Selling.

Extensive, real-world applications, carefully integrated with current personal selling concepts.

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Selling Today: Partnering to Create Value helps students 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/Ahearne/Reece offers instructors a variety of teaching tools to strengthen the 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 students to succeed as members of a new generation of businesspeople.

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MyMarketingLab for *Selling Today* is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

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- Sales Rank: #86093 in Books
- Published on: 2014-01-23
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x 1.00" w x 8.80" l, 2.85 pounds
- Binding: Hardcover
- 517 pages

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Editorial Review

About the Author

ABOUT THE AUTHORS: Dr. Barry L. Reece, Virginia Polytechnic Institute and State University Dr. Reece has devoted more than three decades to teaching, researching, consulting, and to the development of training programs in the areas of sales, leadership, human relations, and management. He has conducted over 600 seminars and workshops for public and private sector organizations. He has written extensively in the areas of sales, supervision, communications, and management. Dr. Reece was named "Trainer of the Year" by the Valleys of Virginia Chapter of the American Society for Training and Development and was awarded the "Excellence in Teaching Award" by the College of Human Sciences and Education at Virginia Polytechnic Institute and State University. Dr. Reece has contributed to numerous journals and is author or co-author of thirty books including "Business, Human Relations"--"Principles and Practices, Supervision and Leadership in Action, "and "Effective Human Relations"--"Personal and Organizational Applications. "He has served as a consultant to Lowe's Companies, Inc., Wachovia, WLR Foods, Kinney Shoe Corporation, Carilion Health System, and numerous other profit and not-for-profit organizations. Gerald L. Manning, Des Moines Area Community College Mr. Manning served as chair of the Marketing/Management Department for more than 30 years. In addition to his administrative duties, he has served as lead instructor in sales and sales management. The classroom has provided him with an opportunity to study the merits of various experimental learning approaches such as role-plays, simulations, games, and interactive demonstrations. "Partnership Selling: A Role-Play/Simulation for SellingToday, "included in the ninth edition, was developed and tested in the classroom by Mr. Manning. He has also applied numerous personal selling principles and practices in the real world as owner of a real estate development and management company. Mr. Manning has served as a sales and marketing consultant to senior management and owners of over 500 businesses, including several national companies. He appears regularly as a speaker at national sales conferences. Mr. Manning has received the "Outstanding Instructor of the Year" award given annually by his college. Keeping Current in a Changing World: Throughout the past decade, Professors Manning and Reece have relied on three strategies to keep current in the dynamic field of personal selling. First, both are actively involved in sales training and consulting. Frequent interaction with salespeople and sales managers provides valuable insight regarding contemporary issues and developments in the field of personal selling. A second major strategy involves extensive research and development activities. The major focus of these activities has been factors that contribute to high-performance salespeople. The third major strategy involves completion of training and development programs offered by America's most respected sales training companies. Professors Manning and Reece have completed seminars and workshops offered by Wilson Learning Corporation, Forum Corporation, Franklin Covey, Sedona Training Associates, Association for Humanistic Psychology, and several other organizations.

Barry L. Reece is professor emeritus at Virginia Polytechnic Institute and State University. Prior to this, he was on the faculty at the University of Northern Iowa. He received his Ed.D. from the University of Nebraska. Dr. Reece has been actively involved in teaching, research, consulting, and designing training programs throughout his career. He has conducted more than 500 workshops and seminars devoted to leadership, human relations, communications, sales, customer service, and small business operations. He received the Excellence in Teaching Award for classroom teaching at Virginia Tech and the Trainer of the Year Award presented by the Valleys of Virginia Chapter of the American Society for Training and Development. Dr. Reece has contributed to numerous journals and is author or co-author of six college textbooks that have been through a total of 41 editions. He has served as a consultant to Lowe's Companies, Inc., Wachovia Corporation, WLR Foods, Kinney Shoe Corporation, and numerous other profit and not-for-

profit organizations.

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