

# Contemporary Selling Building Relationships Creating Value 4th Edition

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Contemporary Selling will open students' eyes to the concept of the mutually beneficial exchange - in the competitive marketplace, sellers can only satisfy customers by building

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relationships that center around the customer's needs and customers will only commit to sellers willing to do so. I have used previous editions of this book and have found it invaluable - the new edition's inclusion of sales technology is particularly exciting.

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marketplace, sellers can only satisfy customers by building relationships that center around the customer's needs and customers will only commit to sellers willing to do so.

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## **Contemporary Selling (5th ed.) by Johnston, Mark W. (ebook)**

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The overarching theme of the book is enabling salespeople to build relationships successfully and to create value with customers. Johnston and Marshall have created a comprehensive, holistic source of information about the selling function in modern organizations that links the process of selling (what salespeople do) with the process of managing salespeople (what sales managers do).

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