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# Contemporary Selling: Building Relationships, Creating Value

Mark W. Johnston, Greg W. Marshall

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Fifth Edition

## Contemporary Selling

Building Relationships, Creating Value



Mark W. Johnston  
Greg W. Marshall



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Contemporary Selling is the only book on the market that combines full coverage of 21st century personal selling processes with a basic look at sales management practices in a way that students want to learn and instructors want to teach. 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). A strong focus on the modern tools of selling, such as customer relationship management (CRM), social media and technology-enabled selling, and sales analytics, means the book continues to set the standard for the most up-to-date and student-friendly selling book on the market today. Pedagogical features include: Mini-cases to help students understand and apply the principles they have learned in the classroom Ethical Dilemma and Global Connection boxes that simulate real-world challenges faced by salespeople and their managers Role Plays that enable students to learn by doing A companion website; includes an instructor's manual, PowerPoints, and other tools to provide additional support for students and instructors.

"This is an excellent textbook that I have been using in my 'Personal Selling and Sales Management' classes since 2005! Up-to-date, balanced coverage of broader business issues pertaining to sales; techniques and technology of sales; and sales management. My students have commended the text materials as both engaging and a valuable resource." ndash;Amit Mukherjee, Stockton University, USA "This is a comprehensive text that delivers all you need to know about B2B selling from a personal selling and sales management context. It is instructive with excellent supporting learning materials, invaluable in the classroom. I plan to use this text in both my undergraduate and postgraduate courses." ndash;Tony Douglas, Edinburgh Napier University Business School, UK "There are only a few textbooks in the market that cover both selling and sales management and Contemporary Selling is probably the best among them. The book balances coverage between the two areas, theory, and applications. The cases adopted in the book address the key issues in selling and sales management." ndash;Leo LEUNG Lai-cheung, Lingnan University, China About the Author Mark W. Johnston is the Alan and Sandra Gerry Professor of Marketing and Ethics at Rollins College, USA. He is the co-author, with Greg W. Marshall, of Sales Force Management, 12th edition, published by Routledge and the forthcoming Routledge Companion to Selling and Sales Management. Greg W. Marshall is the Charles Harwood Professor of Marketing and Strategy at Rollins College, USA. He is the co-editor, with Mark W. Johnston, of Sales Force Management, 12th edition, published by Routledge and the forthcoming Routledge Companion to Selling and Sales Management.