



Selling Today (12th Edition)

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

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As the developed nations of the world transition from a production focus to a sales-and-service focus, this cutting-edge new edition prepares readers to succeed as members of a new generation of businesspeople.

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Selling Today (12th Edition) By Gerald L. Manning, Michael Ahearne, Barry L. Reece Bibliography

- Sales Rank: #339419 in Books
- Brand: Brand: Prentice Hall
- Published on: 2011-03-05
- Original language: English
- Number of items: 1
- Dimensions: 11.48" h x .95" w x 8.52" l, 2.69 pounds
- Binding: Hardcover
- 544 pages

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