



Selling Today: Creating Customer Value, Sixth Canadian Edition with Companion Website (6th Edition)

Gerald L. Manning, Michael L. Ahearne, Barry L. Reece, H.F. (Herb) MacKenzie

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Selling Today offers students a combination of selling fundamentals and new selling strategies needed to succeed in today's business environment. The applied focus of the text provides students with all of the skills required for developing and implementing relationships, product, customer, and presentation strategies.

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