



# **Selling: Building Partnerships (Mcgraw-Hill/Irwin Series in Marketing)**

*Barton A. Weitz, Stephen Bryon Castleberry, John F. Tanner*

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This text focuses on the partnership/relationship theme in selling. It places emphasis on diversity, includes international selling perspectives and learning aids include role-play exercises, Internet exercises, case studies, sales rep profiles and different selling scenarios.

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