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Thomas N. Ingram, Raymond (Buddy) W. LaForge, Ramon A. Avila, Charles H. Schwepker, Michael R. Williams

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Created through a "student-tested, faculty-approved" review process with more than 200 students and faculty, SELL 4 is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. SELL 4 employs a comprehensive coverage of contemporary professional selling in an interesting and challenging manner. Including relational consultative selling, the text is organized on a more contemporary relationship-selling process that the author team has tested in, and developed for, major selling organizations.

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