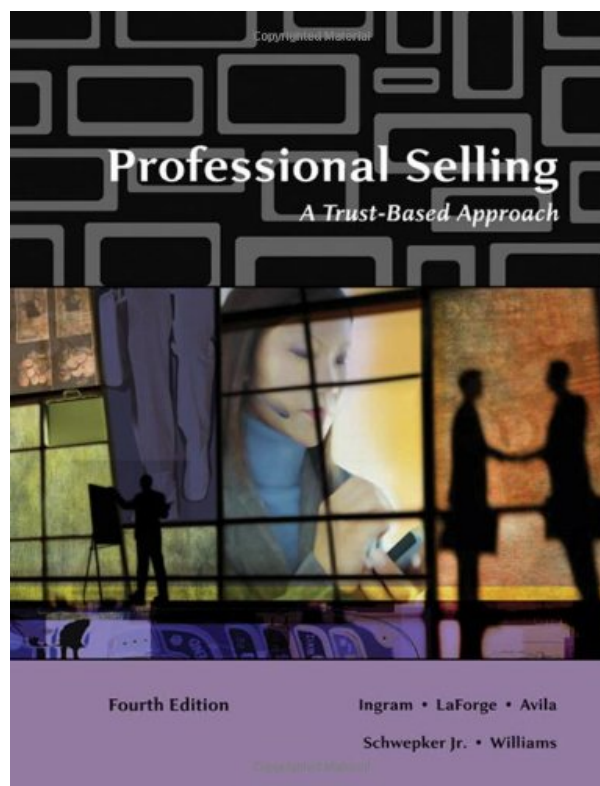
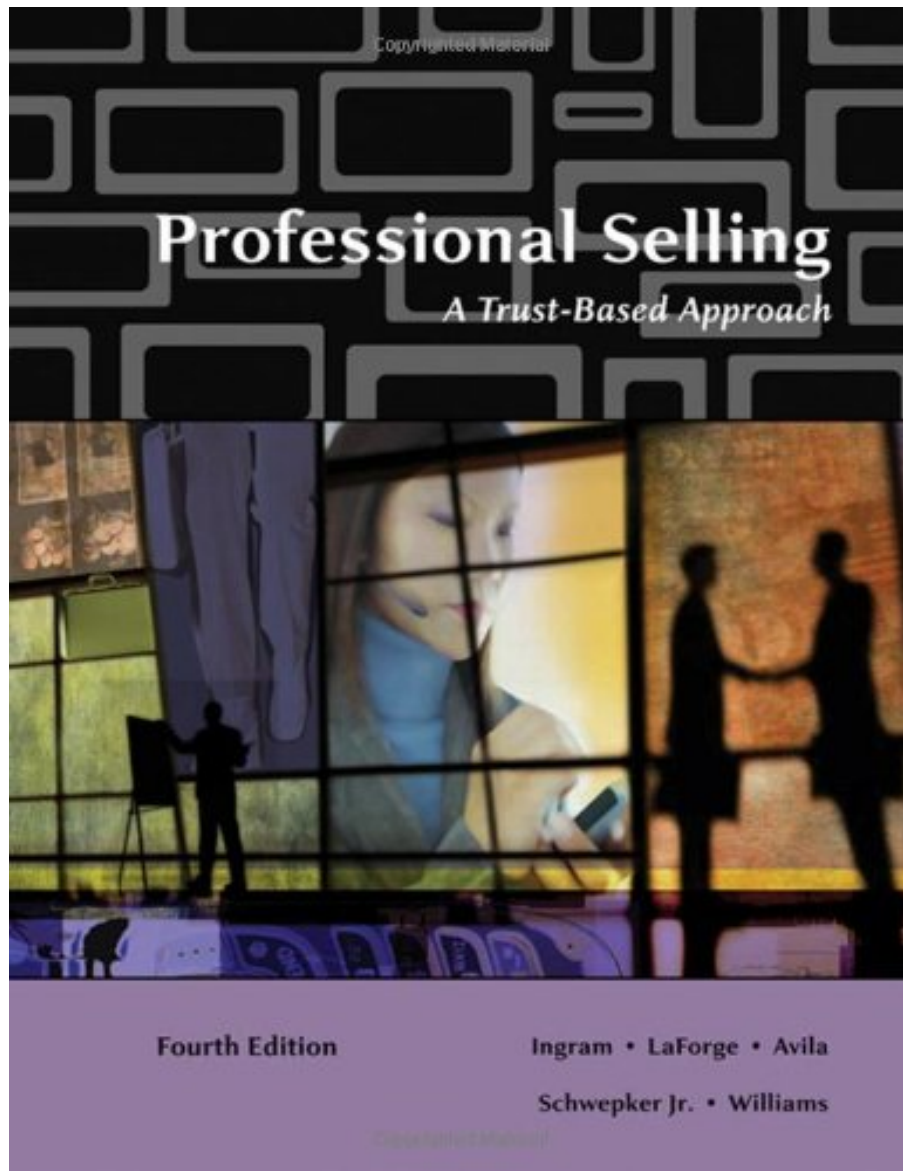


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- Sales Rank: #764740 in Books
- Published on: 2007-02-05
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x 8.50" w x .75" l, 2.12 pounds
- Binding: Paperback
- 464 pages

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Worth selling

By Tucker Cox

I used parts of this book to teach my pro selling class this past spring (2007) at The University of Georgia. It is well organized. Writing is clear, succinct and easy to understand. Graphs, charts, drawings and pictures effectively illustrate principles of selling the authors emphasize. Cases at the end of each chapter are acceptable. Some are more challenging than others. I would like to see more role play and emphasis on using a contact manager like ACT!, but this is minor. The book's organization is very good. Overall, this is an excellent text for upper level, undergraduate students that want an introduction to the fundamentals of professional selling.

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By James M.

Great book, excellent examples. Definitely was a good foundation for me to build upon.

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Book in great condition. Pages have perforated edges so they come ...

By Kay

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Michael R. Williams (Ph.D., Oklahoma State University) is professor of marketing and director of the Academy of Customer Excellence and Sales at Oklahoma City University. Prior to his academic career, Williams established a successful 30-plus year career in industrial sales, market research, and sales management and continues to consult and work with a wide range of business organizations. He has coauthored THE PROFESSIONAL SELLING SKILLS WORKBOOK, SALES MANAGEMENT:

ANALYSIS AND DECISION MAKING, and a variety of executive monographs and white-papers on sales performance topics. Williams's research has been published in many different national and international journals, including the JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, INTERNATIONAL JOURNAL OF PURCHASING AND MATERIALS MANAGEMENT, JOURNAL OF BUSINESS AND INDUSTRIAL MARKETING, QUALITY MANAGEMENT JOURNAL, and JOURNAL OF BUSINESS-TO-BUSINESS MARKETING. His work has also received numerous honors, including Outstanding Article for the Year in Journal of Business and Industrial Marketing, the AACSB's Leadership in Innovative Business Education Award, and the Marketing Science Institute's Alden G. Clayton Competition. In 2004, Williams was honored with the Mu Kappa Tau Marketing Society recognition award for Outstanding Scholarly Contributor to the Sales Discipline. He has also been honored with numerous university, college, and corporate teaching and research awards, including Old Republic Research Scholar, the presentation of a seminar at Oxford's Braesnose College, Who's Who in American Education, and Who's Who in America. Williams has and continues to serve in leadership roles as an advisor and board member for sales and sales management associations and organizations, including the University Sales Center Alliance, National Conference in Sales and Sales Management, and Vector Marketing.

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