



Contemporary Selling: Building Relationships, Creating Value - 4th edition

By Mark W. Johnston, Greg W. Marshall

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Published in previous editions as *Relationship Selling*, the latest edition of Mark Johnston and Greg Marshall's *Contemporary Selling: Building Relationships, Creating Value* continues to set the standard for the most up-to-date and student-friendly selling textbook available anywhere today.

The latest edition incorporates a new chapter on social media and technology-enabled selling, as well as a new chapter on selling globally. To support student engagement, the book also features:

- 'Expert Advice' chapter openers showing how each chapter's sales concepts are applied in the real world
- In-chapter 'Ethical Dilemmas' that help students identify and handle effectively the numerous ethical issues that arise in selling
- Mini-cases to help students understand and apply the principles they have learned in the classroom
- Role-plays at the end of each chapter enabling students to learn by doing
- Special appendices on selling math and developing a professional sales proposal
- Video material available on the Companion Website, featuring new content with sales experts discussing best sales practices from a recent PBS special on selling produced by Chally Group Worldwide.

Further resources for instructors and students are available at www.routledge.com/cw/johnston-9780415523509 .

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Editorial Review

Review

"The way firms go-to-market is rapidly evolving. As a result, the role of the sales function continues to become more strategic, with the salesperson driving value for both selling and buying organizations. Today's college students (future sales professionals) must understand the new sales paradigm and Johnston and Marshall's *Contemporary Selling* will help them do just that. The authors introduce relevant examples and provide a current perspective that are sure to benefit faculty and students alike." - *Andrea Dixon, PhD., Baylor University, USA*

"Mark Johnston and Greg Marshall have produced a masterpiece of a textbook for selling! *Contemporary Selling* is comprehensive, practical and accessible. This book encompasses the theory and practice of professional selling... presented as a logical and progressive learning journey for the student. Packed with knowledge, examples and exercises, it is a "must have" for any sales educator or trainer." - *Beth Rogers, Portsmouth Business School, UK*

"This book is a one stop shop for students for selling topics. Authors take the students through details of selling skills, and describe the ways to develop relationship selling. The descriptions and illustrations about the selling process provide a clear focus on relationship building and consultative selling methods. Chapters are filled with real life examples and vignettes that compel even the most distracted multi-tasking students to pay attention to practitioners' viewpoints." - *Jay Mulki, PhD., Northeastern University, USA*

"Johnston and Marshall's *Contemporary Selling* is a valuable asset for mastering the skills of selling in recent times. Discussions compiled through fourteen logical chapters are easy-to-follow but exhaustive in content. Some of the book's key strengths are its discussion of the relationship between technological change and selling, its new perspectives on territory and time management, and its treatment of globalized environment issues as they impact selling. All in all, this book offers great insights for any course on selling." - *Kavita Sharma, University of Delhi, India*

'Johnston and Marshall successfully deliver a very readable text with everything you need to know about selling and the sales process. Its approach is very contemporary. Particularly insightful for postgraduate students with many valuable supporting learning material. This text will be recommended to all my students on 'selling and sales strategies' modules.' - *Tony Douglas, Edinburgh Napier University Business School, Edinburgh*

"This textbook facilitates an outstanding introduction to business-to-business selling. New sales students often approach selling with some skepticism and bring with them the stereotype of the salesperson as a mere product peddler willing to manipulate naive prospects. *Contemporary Selling* will open students' eyes to the concept of the mutually beneficial exchange - in the competitive marketplace, sellers can only satisfy customers by building relationships that center around the customer's needs and customers will only commit to sellers willing to do so. I have used previous editions of this book and have found it invaluable - the new edition's inclusion of sales technology is particularly exciting. With this textbook, Dr. Johnston and Dr. Marshall are providing an outstanding resource at a particularly critical time when students need to understand the true nature of selling and the vital role that salespeople play in fostering a functioning marketplace and a thriving economy.' - *Ronald L. Jelinek, PhD., Providence College, USA*

"If you are hunting for a book to teach young college students the art and science of modern selling, look no further than *Contemporary Selling* by Mark Johnston and Greg Marshall. The book must rank among the top few on the subject. What sets it apart are its honing the concept of value creation as the underpinning of today's selling, the expert advice from practitioners, and inclusion of ethics and global perspectives... just a few powerful ideas that make the book what it shouts aloud – contemporary." - *Bala Shankar, Adjunct Faculty, Singapore Management University; Consultant, Entrepreneur*

About the Author

Mark W. Johnston is the Alan and Sandra Gerry Professor of Marketing and Ethics at Rollins College, USA.

Greg W. Marshall is the Charles Harwood Professor of Marketing and Strategy at Rollins College, USA.

Users Review

From reader reviews:

Frank Hegarty:

Here thing why this particular *Contemporary Selling: Building Relationships, Creating Value - 4th edition* are different and trusted to be yours. First of all reading a book is good nevertheless it depends in the content of it which is the content is as delicious as food or not. *Contemporary Selling: Building Relationships, Creating Value - 4th edition* giving you information deeper and different ways, you can find any book out there but there is no e-book that similar with *Contemporary Selling: Building Relationships, Creating Value - 4th edition*. It gives you thrill examining journey, its open up your own personal eyes about the thing that will happened in the world which is probably can be happened around you. You can bring everywhere like in area, café, or even in your way home by train. If you are having difficulties in bringing the branded book maybe the form of *Contemporary Selling: Building Relationships, Creating Value - 4th edition* in e-book can be your alternative.

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Jody Vinson:

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