



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

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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