



Selling and Sales Management (9th Edition)

By David Jobber, Geoffrey Lancaster

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Over the last twenty years, *Selling and Sales Management* has proved itself to be the definitive text in this exciting and fast-moving area.

This new edition comes fully updated with brand new case studies using working businesses to connect sales theory to the practical implications of selling in a modern environment.

This edition continues to place emphasis on global aspects of selling and sales management whilst also covering all of the important elements of the marketing mix. Topics covered include the technological applications of selling and sales management, the ethics of selling & sales management, a look at the sales cycle, cold canvassing and systems selling, and a thorough coverage of B2B and B2C selling.

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Editorial Review

From the Back Cover

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New to this edition:

- New case studies with new teaching notes.
- Fully updated coverage of technological applications in selling and sales management.
- Expanded coverage of selling psychology.
- A more in-depth look at diversity and the multicultural composition of sales forces.
- A more thorough coverage of Relationship Management and the use of social media.

About the authors

David Jobber is Professor of Marketing at Bradford University and serves on the editorial board of numerous marketing and sales management journals. He also served as Special Advisor to the Research Assessment Exercise panel that rated research output from business and management schools throughout the UK. David Jobber has also received the Academy of Marketing Life achievement award for extraordinary and distinguished services to marketing.

Geoff Lancaster is Dean of Academic Studies at London School of Commerce and Chairman of Durham Associates Group Ltd. He was formerly Research Professor of Marketing at London Metropolitan University, Senior Examiner to the Chartered Institute of Marketing and Chief Examiner to the Institute of Sales and Marketing Management.

Don't forget to visit www.pearsoned.co.uk/jobber for additional learning resources.

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Associates Group Ltd. He was formerly Research Professor of Marketing at London Metropolitan University, Senior Examiner to the Chartered Institute of Marketing and Chief Examiner to the Institute of Sales and Marketing Management.

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