



## Selling and Sales Management (9th Edition)

By David Jobber, Geoffrey Lancaster

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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.

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