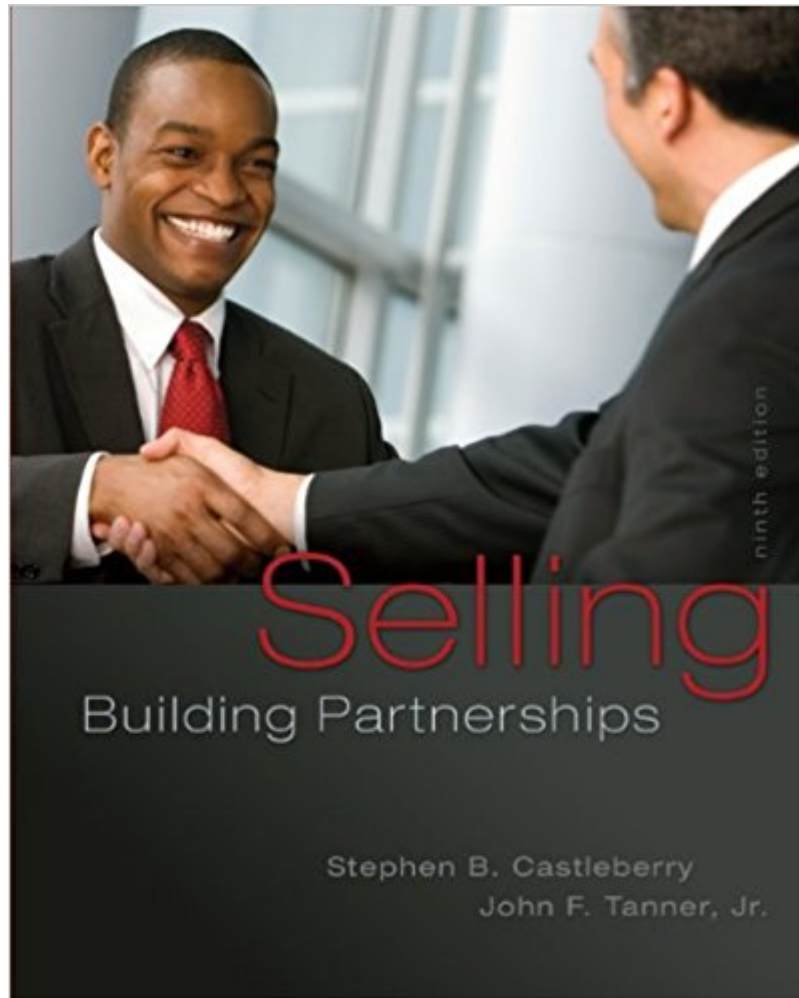




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Selling: Building Partnerships (Irwin Marketing)



Synopsis

Selling: Building Partnerships 9e remains the most innovative textbook in *Selling* with its unique role plays, mini-cases, and focus on knowledge and skills critical to the partnership process and successful business professionals. Emphasized throughout is the need for salespeople to be flexible and adapt strategies to customer needs, buyer social styles, and other relationship needs and strategies. This is followed by thorough discussion of the salesperson as manager and how planning and continual learning enable effective selling and career growth. This market-leading textbook has been recently updated to include McGraw-Hill's Connect and SmartBook (available Summer 2016).

Book Information

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Customer Reviews

Stephen Castleberry is Professor of Marketing and Marketing Department Head at the University of Minnesota Duluth. In addition to personal selling, he teaches marketing principles, marketing ethics, and marketing research. Prior to UMD he held positions (including Department Head) at both Northern Illinois University and the University of Georgia. He has published over 45 referred national and international journal articles and is the past marketing editor of the *Journal of Applied Business Research*. Outside of University life, Steve's responsibilities include running his 100 acre working farm in northern Wisconsin, serving his community as a firefighter and engineer, and raising eight children with wife Susie.

I'm one of those people that can pick out typing mistakes like crazy, and it drives me crazy when a textbook has them. So far I've only read the first chapter, so I may update more later, but any textbook with "here" instead of "her" and similar things shows me that they needed a proofreader. That's a lot of money to pay for something that they couldn't put the time into to proofread better! Update! At first I gave this 3 stars, but upon moving further into the book I'm changing it to 1 star! More and more errors. Extra words, sentences that don't make sense, Role Play scenarios that have errors on them. How am I supposed to learn with this book when I'm constantly trying to figure out what it's SUPPOSED to say, and how is that affecting my GRADES?

This book was required for my marketing class. After getting over the initial shock of how overpriced it is- it was a much smaller book than I had envisioned, also- I thought it must have some great information within its covers. Most things discussed are interesting, although I feel like I knew some of it already. The thing that really got me was the grammatical errors and typos throughout the book. I might be what you call a grammar nazi- I have been known to correct people in the midst of speaking- so it was very difficult for me to pay attention to what I was supposed to be learning when I was suddenly possessed by the desire to take a red pen to all the pages and correct the errors. It seems like even the editors found the information so boring they couldn't be bothered to read through it properly. As for me, I just can't take a textbook seriously with those simple errors scattered throughout. They're supposed to be teaching me about marketing, but instead I get caught up in the typos.

I purchased this book for my Personal Selling course this semester. So far, I find the book informative, yet a very easy read- full of helpful hints and case studies. I think the most relevant thing is that there is focus on how to use the skills learned in the book as part of your every day life, as well as when you look to career choices and selling your resume.

Great book. I have a stellar professor teaching this class to boot. Linkedin network person said that Stephen Castleberry rocks in the workshop as well.

Exactly the book I wanted, nice quality.

I really like this book! It is very easy to comprehend for anyone looking to learn the principles/basics of selling. The graphics also keep even a child engaged, but the content is very helpful. Anyone

interested in sales or looking to sell themselves better will benefit from this book.

I guess this was an ok book about sales. It was laid out fairly well but sometimes it seemed contradictory at times. The end of the chapter situations I felt unprepared to answer because I didn't feel the text went over how those situations would work out...

Very satisfied

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