

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

**Autor:**

**Precio:** \$1982.00

**Editorial:**

**Año:** 2007

**Tema:**

**Edición:** 2ª

**Sinopsis**

**ISBN:** 9780618645701

Rapid growth in telecommunication technologies and global markets has propelled personal selling into one of the most dynamic, fast changing, and rewarding of all the business professions. Organizations in business-to-business markets are using innovative approaches, sales channels, and technologies to profitably sell their products and services in the global market. Several behavioral, technological, and managerial forces are influencing buyer-seller relationships, and they are changing the way sales activities are carried out and how salespeople understand, prepare for, and accomplish their jobs.