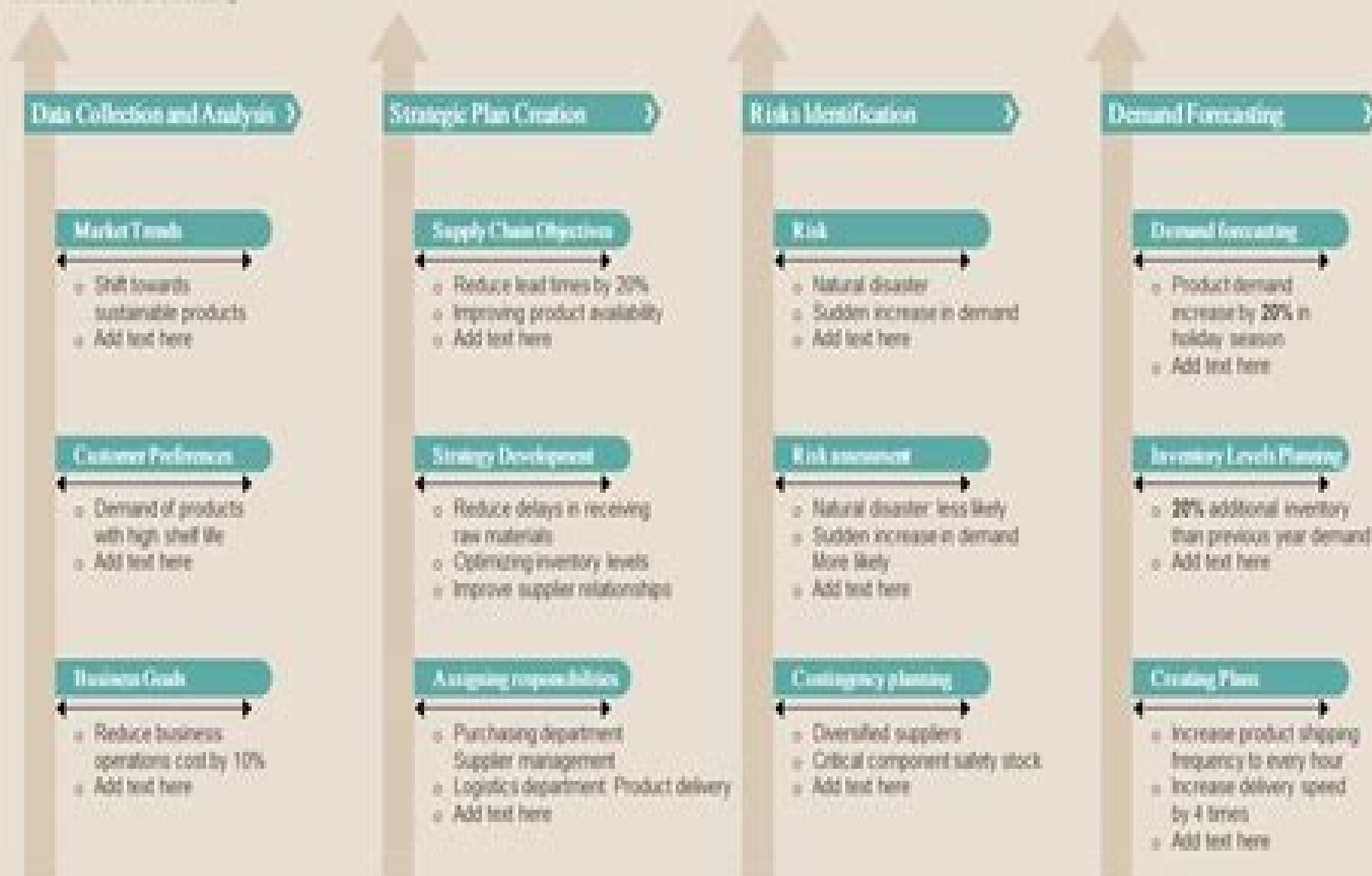


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Nigel F Piercy, Nikala Lane

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Adrian Payne, Pennie Frow, 2013-03-28 The first textbook to integrate relationship marketing and CRM. Case studies from around the world connect theory with global practice

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Customer-oriented Strategic Information Systems Ivan F. Jackson, 1992

Readings in Strategic Management

Arthur A. Thompson, Alonzo J. Strickland, William E. Fulmer, 1984

Logistical Management

Donald J. Bowersox, David J. Closs, Omar Keith Helferich, 1986

ABC's of Relationship Selling Charles Futrell, Mark Valvasori, 2003-07-29 The Second Canadian Edition of ABC's of Relationship Selling explores professional selling from a Canadian perspective. As the title of the book suggests the text is centered around a philosophy about selling that success requires mastery of selling basics including selecting presentation styles and effective closing techniques. In addition other key topics such as ethics and territory management are explored. Using a logical step by step approach ABC's of Relationship Selling takes students through the selling process and gives them the tools they need to build effective customer relationships. Regardless of the career path students pursue knowledge of selling skills such as effective communication and negotiation will prepare them for the workplace

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Human Capital Management

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