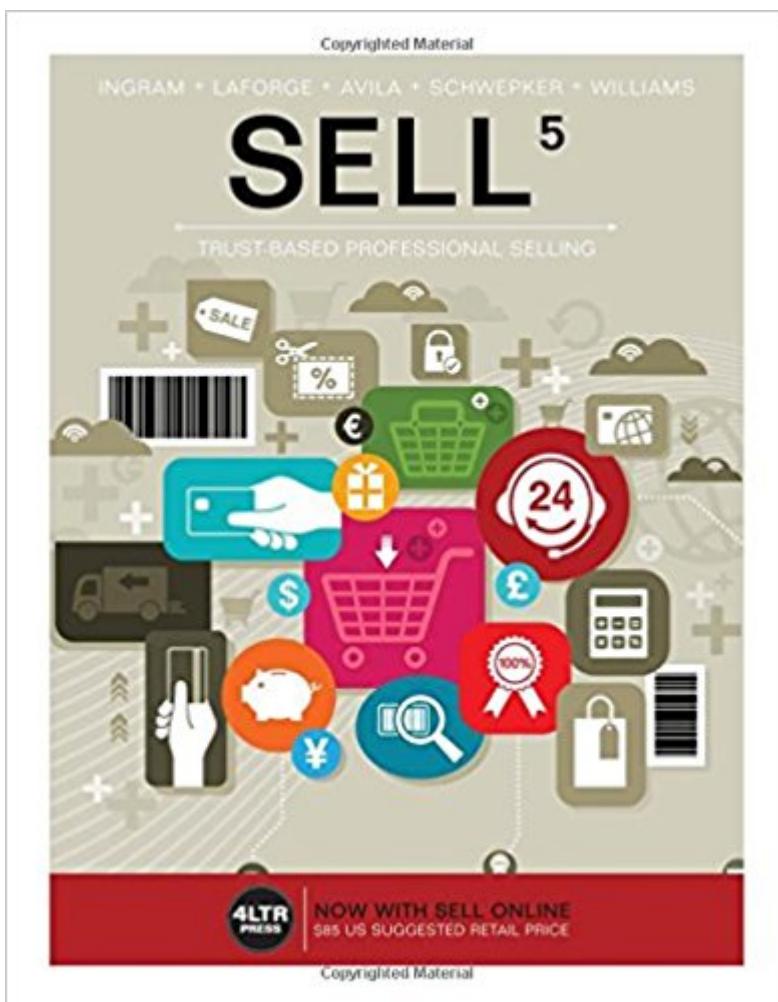


The book was found

# **SELL (with SELL5 Online, 1 Term (6 Months) Printed Access Card) (New, Engaging Titles From 4LTR Press)**



## Synopsis

Through ongoing research into students' workflows and preferences, SELL5 from 4LTR Press combines an easy-reference, paperback textbook with Chapter Review Cards, and an innovative online experience - all at an affordable price. New for this edition, students explore SELL5 anywhere, anytime, and on most devices with SELL Online! With the intuitive StudyBits™ functionality, students study more effectively and can visually monitor their own progress. Coupled with straightforward course management, assessment, and analytics for instructors, SELL5 with SELL Online engages students of all generations and learning styles, and integrates seamlessly into your Principles of Selling course. SELL5 features new box features throughout the text - "From the Classroom to the Field" and "Technology in Selling.

## Book Information

Series: New, Engaging Titles from 4LTR Press

Paperback: 250 pages

Publisher: South-Western College Pub; 5 edition (February 1, 2016)

Language: English

ISBN-10: 1305662091

ISBN-13: 978-1305662094

Product Dimensions: 10.7 x 8.5 x 0.6 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 6 customer reviews

Best Sellers Rank: #10,505 in Books (See Top 100 in Books) #46 in Books > Textbooks >

Business & Finance > Marketing #122 in Books > Business & Money > Marketing & Sales >

Marketing

## Customer Reviews

Get Ahead with Ingram/LaForge/Avila/Schwepker/Williamsâ€™ SELL [View larger](#)  
[View larger](#) [View larger](#) [View larger](#) Anytime, Anywhere with 4LTR Press

Online! Sell Online allows easy exploration of the Sell 5 anywhere, anytime - including on your device! Collect your notes and create StudyBits from interactive content as you go to remember whatâ€™s important. Then, either use preset study resources, or personalize the product through easy-to-use tags and filters to prioritize your study time. Make and review flashcards, review related content, connect with classmates and track your progress with Concept Tracker. Add in access to assignments and documents from your instructor, and you have everything you need in

one place and always accessible! Shorter Chapters. Shorter chapters in a design that's easy to reference presents Interpersonal Communication content in a more convenient and accessible style, complete with visuals to help you better recall the content. Tear-Out Review Cards. Chapter Review Cards at the back of the book provide you with a portable study tool containing all of the pertinent information for class preparation. Real World Selling Situations. Students are able to read and discuss real world selling situations with the addition of "From the Classroom to the Field" box features in the text. These boxes highlight past students and discuss each of their paths from student to professional.

"I used all aspects of the 4LTR Press solutions. I found them very helpful study tools. " "The online help was great. The games made it so it wasn't boring and I retained more of the information. " "I like the online quizzes. They are very helpful. So are the chapter review cards. I use them before each exam."

Thomas N. Ingram (Ph.D., Georgia State University) is professor of marketing and FirstBank Professor of Business Administrations at Colorado State University. Before commencing his academic career, he worked in sales, product management, and sales management with Exxon and Mobil. Tom is a recipient of the Marketing Educator of the Year award given by Sales and Marketing Executives International (SMEI). He was honored as the first recipient of the Mu Kappa Tau National Marketing Honor Society recognition award for Outstanding Scholarly Contributions to the Sales Discipline. The University Sales Center Alliance has designated Professor Ingram as a Distinguished Sales Educator for his long-term contributions to sales education. Tom has served as the editor of the Journal of Personal Selling & Sales Management, chair of the SMEI Accreditation Institute, and as a member of the Board of Directors of SMEI. He is the former editor of the JOURNAL OF MARKETING THEORY & PRACTICE. Tom's primary research is in personal selling and sales management. His work has appeared in the JOURNAL OF MARKETING, JOURNAL OF MARKETING RESEARCH, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, and the JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. He is the coauthor of one of the "Ten Most Influential Articles of the 20th Century" as designated by the Sales and Sales Management Special Interest Group of the American Marketing Association. Raymond W. (Buddy) LaForge is the Brown-Forman Professor of Marketing at the University of Louisville. He is the founding Executive Editor of the MARKETING EDUCATION REVIEW; has co-authored MARKETING: PRINCIPLES & PERSPECTIVES (Fifth Edition), SALES MANAGEMENT: ANALYSIS

AND DECISION MAKING (Seventh Edition), PROFESSIONAL SELLING: A TRUST-BASED APPROACH (Fifth Edition), THE PROFESSIONAL SELLING SKILLS WORKBOOK, STRATEGIC SALES LEADERSHIP: AND BREAKTHROUGH THINKING FOR BREAKTHROUGH RESULTS. His research is published in many journals, including the JOURNAL OF MARKETING, JOURNAL OF MARKETING RESEARCH, DECISION SCIENCES, and JOURNAL OF THE ACADEMY OF MARKETING SCIENCE. LaForge has served on the board of many organizations, including as Vice President/Marketing for the Academy of Business Education; Vice President of Marketing, Teaching, and Conferences for the American Marketing Association Academic Council; and as Chair and Vice Chair for Awards and Recognition for the American Marketing Association Sales Interest Group. He received the Outstanding Sales Scholar Award from Mu Kappa Tau at the National Conference in Sales Management and a Special Recognition Award from the American Marketing Association Sales Interest Group in 2005. He was selected as one of the Top Thirteen Faculty Favorites at the University of Louisville and received a Distinguished Scholar Award from the Research Symposium on Marketing and Entrepreneurship in 2006; the Distinguished Sales Educator Award from the University Sales Center Alliance and the Undergraduate Teaching Award from the College of Business in 2007; and the Outstanding Faculty Award from Beta Alpha Psi and a Faculty Favorite Award from the REACHAmbassadors in 2008. The Sales Program at the University of Louisville has been selected as a Top University Sales Education Program by the University Sales Education Foundation from 2007-2009. Ramon A. Avila (Ph.D., Virginia Tech University) is the George and Frances Ball Distinguished Professor of Marketing at Ball State University. Before coming to Ball State, he worked in sales with the Burroughs Corporation. He has held two visiting professorships at the University of Hawaii and another at the Kelley School of Business at Indiana University. Dr. Avila was awarded the 2009 University Sales Center Alliance Distinguished Sales Educator. In 2003, Avila earned Ball State's Outstanding Faculty Award. In April 2002, he received a Leavey Award. This award was given for innovation in the classroom with his advanced selling class. Avila was presented the 1999 Mu Kappa Tau's Outstanding Contributor to the Sales Profession. He is only the third recipient of this award. He has also received the University's Outstanding Service award, the University's Outstanding Junior Faculty award, the College of Business Professor of the Year, and the Dean's Teaching award every year since its inception in 1987. Avila also sits on five editorial review boards. His primary research is in personal selling and sales management. His work has appeared in the JOURNAL OF MARKETING RESEARCH, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, THE JOURNAL OF MANAGEMENT, INDUSTRIAL MARKETING MANAGEMENT, THE MARKETING MANAGEMENT

JOURNAL, and the JOURNAL OF MARKETING THEORY & PRACTICE, among others. He is the coauthor of THE PROFESSIONAL SELLING SKILLS WORKBOOK and SALES MANAGEMENT: ANALYSIS AND DECISION MAKING. Charles H. Schepker, Jr. (Ph.D., University of Memphis), is the Mike and Patti Davidson Distinguished Marketing Professor at the University of Central Missouri. He has experience in wholesale and retail sales. His primary research interests are in sales management, personal selling, and marketing ethics. Dr. Schepker's articles have been published in the JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF BUSINESS RESEARCH, JOURNAL OF PUBLIC POLICY AND MARKETING, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, JOURNAL OF SERVICE RESEARCH, and JOURNAL OF BUSINESS ETHICS, among other journals; various national and regional proceedings; and books, including MARKETING COMMUNICATIONS CLASSICS and ENVIRONMENTAL MARKETING. He has received several honors for both teaching and advising, including the Hormel Teaching Excellence award and the Alumni Foundation Harmon College of Business Administration Distinguished Professor Award. Dr. Schepker received the James Comer Award for best contribution to selling and sales management theory awarded by the JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT and two "Outstanding Paper" awards at the National Conference in Sales Management, among others. He is on the editorial review boards of the JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, JOURNAL OF MARKETING THEORY & PRACTICE, JOURNAL OF BUSINESS & INDUSTRIAL MARKETING, JOURNAL OF RELATIONSHIP MARKETING, JOURNAL OF SELLING AND MAJOR ACCOUNT MANAGEMENT, and SOUTHERN BUSINESS REVIEW, and has four times won awards for outstanding reviewer. Dr. Schepker is a coauthor of SALES MANAGEMENT: ANALYSIS AND DECISION MAKING. Michael R. Williams (Ph.D., Oklahoma State University) is professor of marketing and director of the Academy of Customer Excellence and Sales at Oklahoma City University. Prior to his academic career, Williams established a successful 30-plus year career in industrial sales, market research, and sales management and continues to consult and work with a wide range of business organizations. He has coauthored THE PROFESSIONAL SELLING SKILLS WORKBOOK, SALES MANAGEMENT: ANALYSIS AND DECISION MAKING, and a variety of executive monographs and white-papers on sales performance topics. Williams's research has been published in many different national and international journals, including the JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, INTERNATIONAL JOURNAL OF PURCHASING AND MATERIALS MANAGEMENT, JOURNAL OF BUSINESS AND INDUSTRIAL MARKETING, QUALITY MANAGEMENT JOURNAL, and JOURNAL OF BUSINESS-TO-BUSINESS MARKETING. His work

has also received numerous honors, including Outstanding Article for the Year in Journal of Business and Industrial Marketing, the AACSB's Leadership in Innovative Business Education Award, and the Marketing Science Institute's Alden G. Clayton Competition. In 2004, Williams was honored with the Mu Kappa Tau Marketing Society recognition award for Outstanding Scholarly Contributor to the Sales Discipline. He has also been honored with numerous university, college, and corporate teaching and research awards, including Old Republic Research Scholar, the presentation of a seminar at Oxford's Braesnose College, Who's Who in American Education, and Who's Who in America. Williams has and continues to serve in leadership roles as an advisor and board member for sales and sales management associations and organizations, including the University Sales Center Alliance, National Conference in Sales and Sales Management, and Vector Marketing.

good

just what I was looking for!

The kindle edition does not come with the access code!! It is the same ISBN but it does not have the code! Do not buy if you need the code for class.

Good deal

It looks like new. Using it for the semester. good price

still in shrinkwrap

[Download to continue reading...](#)

SELL (with SELL5 Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) HDEV (with HDEV Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON MACRO (with ECON MACRO Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) PFIN (with PFIN Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CFIN (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) GLOBAL (with GLOBAL Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ORGB (with ORGB Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CB (with

CB Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG 9 (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) COMM (with COMM Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) SPEAK (with Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) NUTR (with NUTR Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CMPTR (with CMPTR Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) CJ (with CJ Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MKTG (with MKTG Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) BCOM (with BCOM Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) ECON MICRO (with ECON MICRO Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) HR (with HR Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) MGMT (with MGMT Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) BUSN (with BUSN Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)