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# Selling Today: Partnering To Create Value, Student Value Edition (14th Edition)



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## Book Information

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## Customer Reviews

Normal 0 false false false EN-US X-NONE X-NONE Michael Ahearne is Professor of Marketing and C. T. Bauer Chair in Marketing at the University of Houston. He is also Executive Director of the Sales Excellence Institute (SEI). The SEI is widely recognized as the leading university-based sales institute in the world, training more than 2,000 sales students, placing PhD students at top research universities and working with more than 200 major corporations annually. He earned his PhD in Marketing from Indiana University. He has also served on the faculty at the University of Connecticut and at Pennsylvania State University. In addition, he has lectured internationally about sales and sales management in such countries as Austria, Belgium, France, Germany, India, Italy, Spain, and Russia. Dr. Ahearne's research has focused primarily on improving the performance of salespeople and sales organizations. He has published over 40 articles in leading journals such as Journal of Marketing, Journal of Marketing Research, Management Science, Strategic Management Journal, Journal of Applied Psychology, and Organizational Behavior and Human Decision Processes. He was recently recognized by the American Marketing Association as one of the 20 most research productive scholars in the field of marketing. His research has been profiled in the Wall Street Journal, Business 2.0, Business Investors Daily, Fox News, INC Magazine, and many other news outlets. Before entering academia, Mike played professional baseball for the Montreal Expos and worked in marketing research and sales operations for Eli Lilly and PCS Healthcare. He actively consults in many industries including insurance, healthcare, consumer packaged goods, technology, and transportation.

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