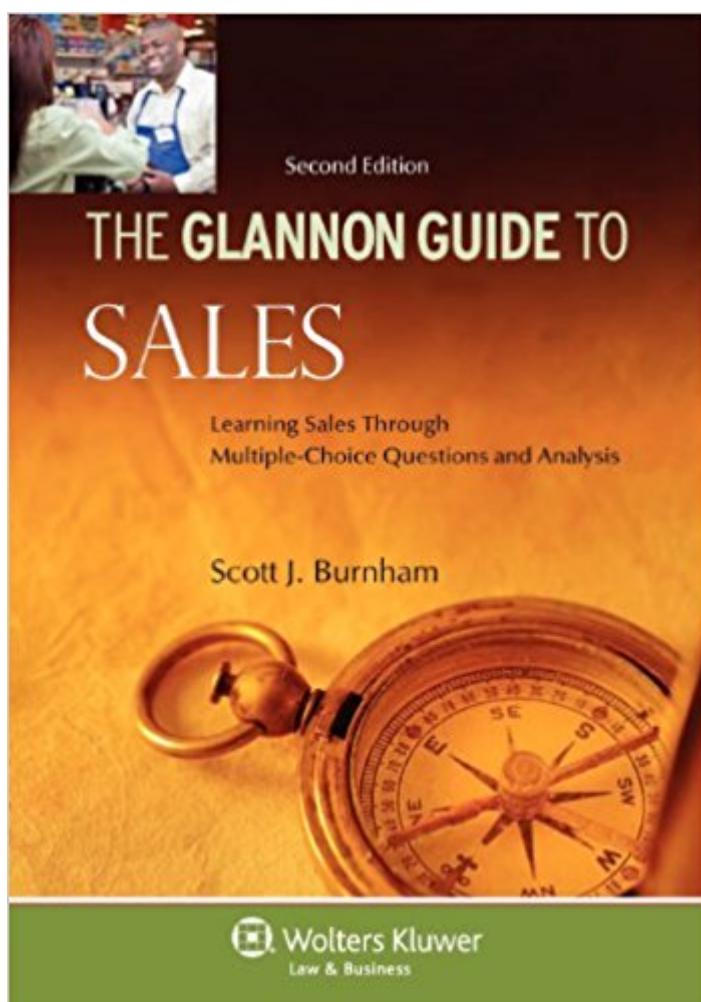


The book was found

Glannon Guide To Sales: Learning Sales Through Multiple-Choice Questions And Analysis, Second Edition (Glannon Guides)



Synopsis

Leveraging the series' proven learning structure, The Glannon Guide to Sales integrates multiple-choice questions into a full-fledged review of the Sales course. Brief explanatory text is followed by one or two multiple-choice questions designed to be realistic, yet neither too difficult nor too simplistic. The author's concise explanations of correct and incorrect answers clarify nuances in the law. At the end of each chapter, a challenging question, "The Closer" illustrates a more sophisticated problem, and the final "Closing Closer" questions encourage practice as well as a cumulative review of concepts from previous chapters. With valuable exam-taking pointers throughout the text and a user-friendly, interactive approach, The Glannon Guide to Sales is equally useful to all students, whether tested by multiple-choice questions or not. The Second Edition has been thoroughly updated throughout the text. New multiple choice questions guide students through the course, and more material on difficult-to-understand areas of the law helps to instruct.

Hallmark features of The Glannon Guide to Sales: Learning Sales Through Multiple-Choice Questions and Analysis

- Integrates multiple-choice questions into a full-fledged review of first year Sales course
- o sophisticated yet fair
- o neither too difficult nor too simplistic
- Lead-up discussion of law puts questions in context
- Clear explanations of correct and incorrect answers clarify nuances in the law
- Equally useful to all students, whether tested by multiple-choice questions or not
- Embodies a far more user-friendly and interactive approach than other exam preparation aids
- "The Closer" poses a sophisticated problem question at the end of each chapter
- Final "Closing Closer" questions provide practice and cumulative review of concepts in earlier chapters
- Valuable exam-taking pointers throughout the text
- The revised Second Edition presents:
- Updated material throughout
- New multiple choice questions
- More material on difficult-to-understand areas of the law
- New chapters on software contracts and the international sale of goods
- Update on revisions to the Uniform Commercial Code

Book Information

Series: Glannon Guides

Paperback: 416 pages

Publisher: Aspen Publishers; 2nd Revised ed. edition (May 25, 2012)

Language: English

ISBN-10: 0735509662

ISBN-13: 978-0735509665

Product Dimensions: 7 x 0.8 x 10 inches

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

Average Customer Review: 4.1 out of 5 stars 7 customer reviews

Best Sellers Rank: #461,453 in Books (See Top 100 in Books) #102 in Books > Textbooks > Business & Finance > Sales #165 in Books > Law > Business > Commercial #1207 in Books > Law > Administrative Law

Customer Reviews

If you are taking Professor Burnham for a sales class, YOU MUST BUY THIS BOOK! It explains everything exactly how he wants it on his exams.

A lot of the reviewers took the class from the author, I would assume it is fit for those folks. However, someone looking a question bank with explanations, this is not your book. I do not know if that book exists. The structure is concept, question, answer, all on the same page. Unless you have terrible peripheral vision, the answer to the question you are looking at is SCREAMING at you, right below the question. Additionally, there are not a lot of multiple choice questions for a book that touts itself as "learning sales through multiple choice questions." If you need help learning concepts, it is fine. If you need practice on MC questions, it is terrible.

This is a great book! Very easy to understand and the multiple choice questions are good for Bar and Exam Prep!

The MC was very helpful for exam prep with half MC questions. I thought the explanations were helpful, and the MC that came with particular subjects was also helpful to drill the topics that I struggled to understand. My class moved very quickly and covered a lot of subjects, and this book really helped clarify a lot of things the professor left hanging. Also, I'm not sure what the other reviewer was talking about -- there's a question bank in the back of the book.

I would choose 4 and one-half star for this book with a simple reason that this one has helped me over the others, I had done well in the exam with it. A high quality in content, still needs some minor editing to correct typo errors in numbering... that author had also mentioned.

On a random Internet recommendation, I picked up this book to help me pass the certified commercial contracts manager (CCCM) exam. It was a great resource and easy to digest even for

someone not in law school ;)

This is a great book! I used it in law school and loved it. I used it for bar prep and loved it. And now, I use it as a quick reference from time to time. This can be a complicated subject and Professor Burnham makes it simple.

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