



# Relationship Selling

*By Mark Johnston, Greg Marshall*

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## **Relationship Selling** By Mark Johnston, Greg Marshall

Now available in its third edition, Relationship Selling has struck a chord with instructors and students throughout the selling discipline. As its title suggests, Relationship Selling focuses on creating and maintaining profitable long-term relationships with customers, highlighting the salesperson as an essential element in communicating value to customers. This same approach is used successfully at firms throughout the world-no surprise given the extensive real-world sales and consulting experience of this author team. From its numerous role-plays and pedagogical aids to its student-friendly style and stellar teaching support, Relationship Selling is a fast-rising favorite of students and instructors alike.

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## **Editorial Review**

### **About the Author**

Mark W. Johnston is the Alan and Sandra Gerry Professor of Marketing and Ethics in the Roy E. Crummer Graduate School of Business at Rollins College in Winter Park, Florida. He earned his Ph.D. in Marketing in 1986 from Texas A&M University. Prior to receiving his doctorate, he worked in industry as a sales representative for a leading distributor of photographic equipment. His research has been published in a number of professional journals including *Journal of Marketing Research*, *Journal of Applied Psychology*, *Journal of Business Ethics*, *Journal of Marketing Education*, *Journal of Personal Selling & Sales Management* and many others. Mark is also an active member in the American Marketing Association and Academy of Marketing Science. Mark has been retained as a consultant for firms in a number of industries including personal health care, chemical, transportation, hospitality, and telecommunications. He has consulted on a wide range of issues involving strategic business development, sales force structure and performance, international market opportunities, and ethical decision-making. Mark also works with MBA students on consulting projects around the world for companies such as Tupperware, Disney, and Johnson & Johnson. He has conducted seminars globally on a range of topics including the strategic role of selling in the organization, developing an ethical framework for decision-making, improving business unit performance, and structuring an effective international marketing department. Mark continues to provide specialized seminars to top managers on strategic marketing issues. For more than two decades Mark has taught Marketing Management working with thousands of students. His hands-on, real world approach to marketing management has earned him a number of teaching awards.

Greg W. Marshall is the Charles Harwood Professor of Marketing and Strategy in the Roy E. Crummer Graduate School of Business at Rollins College in Winter Park, Florida. He also serves as Vice President for Strategic Marketing for Rollins College. He earned his Ph.D. in Business Administration from Oklahoma State University, taking a marketing major and management minor, and holds a BSBA in marketing and MBA from the University of Tulsa. Prior to joining Rollins, Greg was on the faculty at the University of South Florida, Texas Christian University, and Oklahoma State University. Prior to returning to school for his doctorate, Greg's managerial industry experience included thirteen years in consumer packaged goods and retailing with companies such as Warner Lambert, Mennen, and Target Corporation. He also has considerable experience as a consultant and trainer for a variety of organizations in industries such as hospitality, financial services/insurance, defense contracting, consumer products, information technology, government, and not-for-profit. Greg has been heavily involved in teaching Marketing Management at multiple universities to both MBA and undergraduate students and has been the recipient of several teaching awards both within his schools and within the marketing discipline. He is Editor of the *Journal of Marketing Theory and Practice* and from 2002-05 was Editor of the *Journal of Personal Selling & Sales Management*. Greg serves on the editorial review boards of the *Journal of the Academy of Marketing Science*, *Industrial Marketing Management*, and *Journal of Business Research*, among others. Greg's published research focuses on the areas of decision making by marketing managers, intraorganizational relationships, and sales force performance issues. Greg is Past President of the American Marketing Association Academic Division and also was a founder and served for five years on its Strategic Planning Group. He is a Fellow and Past-President of the Society for Marketing Advances, presently serves as President-Elect for the Academy of Marketing Science, and is a member of the board of directors of the Direct Selling Education Foundation.

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