



## **Description:**

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."

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