

During the past twenty-five years, there has been a tremendous explosion of knowledge resulting in advanced technology and social changes. Today's salesman should not only be knowledgeable but also an educator. He must be able to solicit a favorable response.

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Keywords: meta-analysis, methodology, sales research, effort–job satisfaction Journal of the Academy of Marketing Science 39 (3): 407–428. . “Salesperson Adaptive Selling Behavior and Customer Orientation: A Meta-Analysis. Journal of Personal Selling & Sales Management 34 (4): 285–301. MARKETING Marketing Science Institute Special Issue on Academic and Practitioner Collaborative Research Adaptive Selling Behavior and Customer Orientation: A Meta-Analysis. Journal of Journal of Personal Selling & Sales Management 14, 1-19. The Real World Guide to Fashion Selling and Management -

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