

1. Record Nr.	UNINA9910817045903321
Autore	Care John (Managing director of Mastering Technical Sales LLC)
Titolo	Mastering technical sales : the sales engineer's handbook / / John Care, Aron Bohlig
Pubbl/distr/stampa	Boston, MA : , : Artech House, , [2002] ©2002
ISBN	1-58053-569-0
Descrizione fisica	1 online resource (0 pages) : illustrations
Collana	Artech House technology management and professional development library
Disciplina	658.8
Soggetti	Selling - High technology High technology industries - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen.
Nota di bibliografia	Includes bibliographical references and index.