

A Critical Examination of the Recent Evolution of B2B Sales

Part of the Advances in Logistics, Operations, and Management Science Book Series

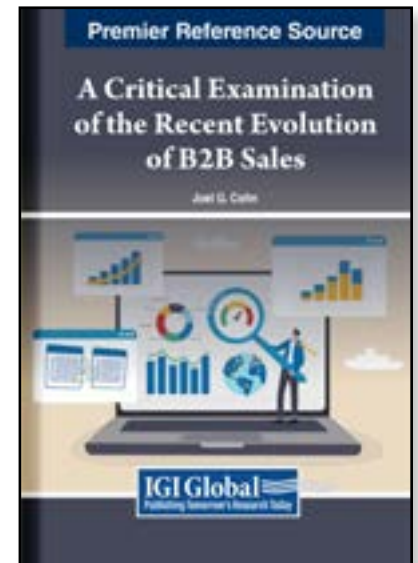
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Description:

The seismic shifts in B2B selling brought about by the recent global pandemic have left scholars grappling with the fundamental question of permanence. As the traditional face-to-face dynamics of B2B sales stand challenged, academic minds seek answers: Are these changes enduring, or will we revert to the familiar norms of in-person interactions? **A Critical Examination of the Recent Evolution of B2B Sales** is a groundbreaking exploration designed for academic scholars seeking clarity in these uncertain times.

In the pursuit for understanding, scholars encounter a myriad of questions. What truly transpired in sales activities during the pandemic? Does the surge in virtual selling signify a lasting transformation, or is it merely a temporary adaptation? Critical thinking becomes paramount, necessitating a deep dive into published ideas to discern the strength of conclusions drawn. The academic community grapples with the challenge of scrutinizing the landscape to determine if the changes are indeed permanent and if so, how B2B sales forces can effectively adapt.

A Critical Examination of the Recent Evolution of B2B Sales serves as the intellectual compass for scholars navigating the evolving B2B sales terrain. Through meticulously crafted chapters, it dissects the impact of the pandemic on sales activities, decodes the essence of B2B sales, and critically examines the rise of virtual selling. Armed with an array of critical thinking tools, scholars can scrutinize existing ideas, assess the permanence of observed changes, and chart a course for the future of B2B sales. This book offers a comprehensive solution, empowering academics to not only understand but actively contribute to the ongoing discourse on the future of B2B selling.



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- Adaptation
- B2B Sales
- Business Permanence
- Critical Examination
- Critical Thinking
- Evolution
- Face-to-Face Dynamics
- Global Pandemic
- Industry Instability
- Intellectual Compass
- Virtual Dynamics
- Virtual Selling Surge

Subject: Business & Management

Classification: Authored - Standard Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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