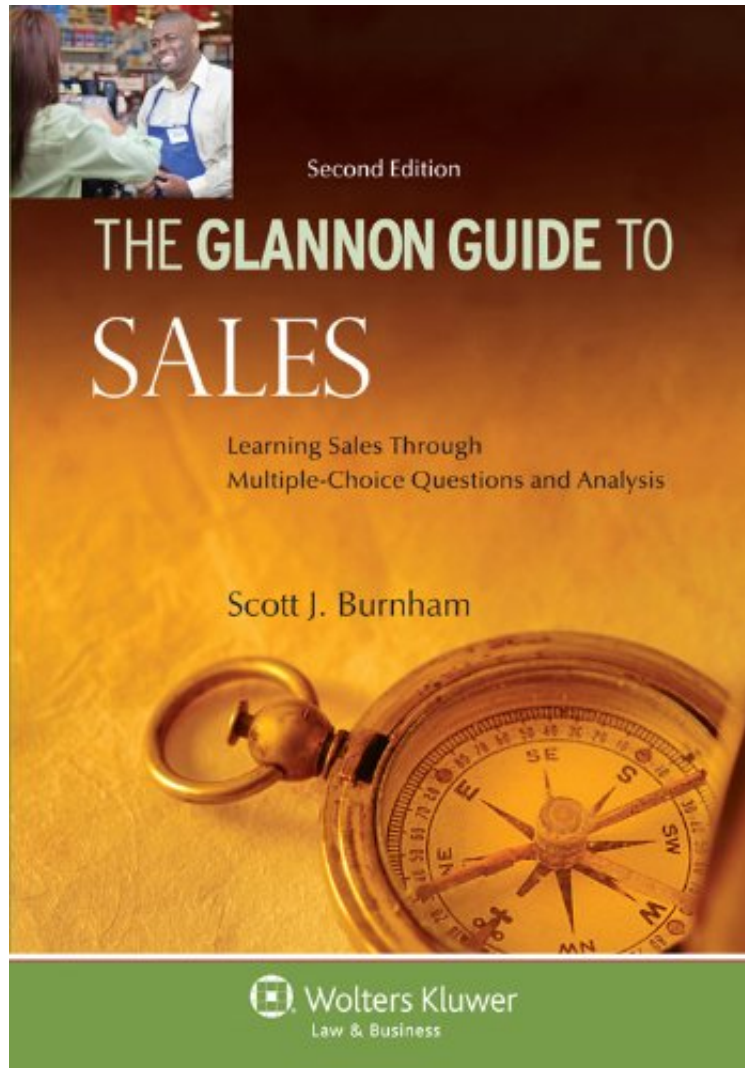


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## Glannon Guide to Sales: Learning Sales Through Multiple-Choice Questions and Analysis, Second Edition (Glannon Guides)

Scott J. Burnham

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class from the author, I would assume it is fit for those folks. However, someone looking a question bank with explanations, this is not your book. I do not know if that book exists. The structure is concept, question, answer, all on the same page. Unless you have terrible peripheral vision, the answer to the question you are looking at is SCREAMING at you, right below the question. Additionally, there are not a lot of multiple choice questions for a book that touts itself as "learning sales through multiple choice questions." If you need help learning concepts, it is fine. If you need practice on MC questions, it is terrible. 3 of 5 people found the following review helpful. Burnham is my Sales Professor By K. N. Battle This is a great book! Very easy to understand and the multiple choice questions are good for Bar and Exam Prep!

The proven Glannon Guide is a user-friendly study aid to use throughout the semester as a great supplement to (or substitute for) classroom lecture. Topics are broken down into manageable pieces and are explained in a conversational tone. Chapters are interspersed with hypotheticals like those posed in the classroom that include analysis of answers to ensure thorough understanding. Additionally, "The Closing" questions pose sophisticated hypotheticals at the end of each chapter to present cumulative review of earlier topics. More like classroom experiences, the Glannon Guide provides you with straightforward explanations of complex legal concepts, often in a humorous style that makes the material stick. The user-friendly Glannon Guide is your proven partner throughout the semester when you need a supplement to (or substitute for) classroom lecture. The material is broken into small, manageable pieces to help you master concepts. Multiple-choice questions are interspersed throughout each chapter (not lumped at the end) to mirror the flow of a classroom lecture. Correct and incorrect answers are carefully explained; you learn why they do or do not work. You can rely on authority; the series was created by Joseph W. Glannon? Harvard-educated, best-selling author of, among other legal texts, Examples and Explanations; Civil Procedure, now in its sixth edition. "The Closing" poses a sophisticated problem question at the end of each chapter to test your comprehension. A final "Closing" provides you practice opportunity as well as a cumulative review of all the concepts from earlier chapters. You can check your understanding each step of the way. More like classroom experiences, these Guides provide straightforward explanations of complex legal concepts, often in a humorous style that makes the material stick.