



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

Scott J. Burnham

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Leveraging the series' proven learning structure, **The Glannon Guide to Sales** integrates multiple-choice questions into a full-fledged review of the Sales course. Brief explanatory text is followed by one or two multiple-choice questions designed to be realistic, yet neither too difficult nor too simplistic. The author's concise explanations of correct and incorrect answers clarify nuances in the law. At the end of each chapter, a challenging question, "The Closer" illustrates a more sophisticated problem, and the final "Closing Closer" questions encourage practice as well as a cumulative review of concepts from previous chapters. With valuable exam-taking pointers throughout the text and a user-friendly, interactive approach, **The Glannon Guide to Sales** is equally useful to all students, whether tested by multiple-choice questions or not.

The **Second Edition** has been thoroughly updated throughout the text. New multiple choice questions guide students through the course, and more material on difficult-to-understand areas of the law helps to instruct.

Hallmark features of The Glannon Guide to Sales: Learning Sales Through Multiple-Choice Questions and Analysis

Integrates **multiple-choice questions** into a full-fledged review of first year Sales course

- o sophisticated yet fair

- o neither too difficult nor too simplistic

Lead-up discussion of law puts questions in context

Clear explanations of **correct and incorrect answers** clarify nuances in the law

Equally **useful to all students**, whether tested by multiple-choice questions or not

Embodies a far more **user-friendly and interactive approach** than other exam preparation aids

"The Closer" poses a sophisticated problem question at the end of each chapter

Final **"Closing Closer"** questions provide practice and cumulative review of concepts in earlier chapters

Valuable **exam-taking pointers** throughout the text

The revised Second Edition presents:

Updated material throughout

New **multiple choice questions**

More material on **difficult-to-understand areas of the law**

New chapters on **software contracts and the international sale of goods**

Update on revisions to the Uniform Commercial Code

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