# Contents

Introduction через xv

1 The Notion of Competence через 1

2 Personal Selling in the Service Sector as One Marketing Promotional Tool через 35

3 Competences in International Personal Selling через 57

4 Personal Sellers’ Competences—Research Remarks через 83

5 The Role of Agent’s Characteristics and Competences in Personal Selling in Higher Education Sector—Research Remarks через 107

6 Conclusions через 141

Index через 157
Cross-Cultural Personal Selling
Agents' Competences in International Personal Selling of Services
Antczak, A.; Sypniewska, B.A.
2017, XVII, 160 p. 11 illus., Hardcover
ISBN: 978-3-319-55576-8