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Full file at Chapter 02 Building Partnering Relationships True / False Questions 1. (p. 30) Although each of the eras of the evolution of personal selling is associated with a particular time period, all of the various roles for salespeople still exist. TRUE
 Difficulty: Medium 2. (p. 30) Value is measured the same way for both buyers and sellers. FALSE
 Difficulty: Medium 3. **Retailing Management by Michael Levy, Barton A Weitz ...**
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