



1001 Ways to Market Your Services: For People Who Hate to Sell

By Rick Crandall

McGraw-Hill. Paperback. Book Condition: New. Paperback. 400 pages. Crandall's book is sound and spectacular. Sound because his ideas are based on fundamental marketing principles. Spectacular because he has assembled in one book more helpful marketing ideas than one can use in a lifetime. -- Al Ries, author Focus: The Future of Your Company Depends on It I have to love this book. There are tons of real ideas used by real companies. The best marketing book to come along in ages, whether your customers are internal or external. -- Bob Nelson, author 1001 Ways to Reward Employees and Consulting for Dummies If you run a service business--or plan to--do yourself a service by reading Rick Crandall's 1001 Ways. -- Mack Hanan, author Consultive Selling Real juicy. Another Crandall triumph. Great, practical ideas on every page. Real-life examples of techniques that work. -- Salli Raspberry, author Marketing Without Advertising Nothing can put you on Easy Street or into bankruptcy court faster than marketing. If you care about company, buy this book. -- Robert Townsend, author Up the Organization It could have been entitled Everything You Wanted to Know About Marketing But Were Afraid to Ask -- Jack Trout, author The New...



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