



The Business of Belief: How the Worlds Best Marketers, Designers, Salespeople, Coaches, Fundraisers, Educators, Entrepreneurs and Other Leaders Get Us to Believe

By Tom Asacker

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 138 pages. Dimensions: 7.9in. x 5.2in. x 0.5in. This is a short book. But I hope it takes you, like me, a long time to read it. The Business of Belief earns the word profound every sentence should be savored. Tom Peters Is this about marketing, life, spirituality, history, change or sales Yes. A little book with a big idea. Seth Godin, author of The Icarus Deception This instant classic provides the key to motivating yourself, your friends, your family, your coworkers and your customers. A must read. Inc. Magazine In this thought-provoking and entertaining book, Tom Asacker, author of Sandbox Wisdom and A Clear Eye for Branding, pulls back the curtain on the workings of the mind and reveals the hidden logic to motivating behavior, both in ourselves and in others. Whether you are launching a new brand or marketing campaign, selling products and services, coaching individuals or leading a team, this book will shatter your assumptions about leadership and the art of influence, and give you the invaluable insights required to understand and move others. The Business of Belief is Tom Asackers most compelling and important book yet. It will...



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