

A COMIC BOOK STYLE GUIDE TO THE WILD WORLD OF SELLING (OR TRYING TO SELL) TECHNOLOGY TO THE GOVERNMENT. FOLLOW OUR HERO, RED TAPE RANGER, AS THEY NAVIGATE ENDLESS PROCUREMENT MAZES, SURVIVE SOUL-CRUSHING RFPS, AND BATTLE MYTHICAL BUDGET CONSTRAINTS—ALL WHILE TRYING TO GET THEIR CUTTING-EDGE TECH INTO THE HANDS OF BEWILDERED END-USERS. PACKED WITH LAUGH-OUT-LOUD COMICS, REAL-WORLD INSIGHTS, AND SARCASTIC SURVIVAL TIPS, THIS BOOK IS THE ULTIMATE FIELD MANUAL FOR ANYONE BRAVE (OR FOOLISH) ENOUGH TO ENTER THE GOVERNMENT TECH MARKETPLACE!



VALLEY OF DEATH SURVIVAL GUIDE JOHN FERRY

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PICTURE BOOK GUIDE TO CROSSING THE VALLEY

JOHN FERRY