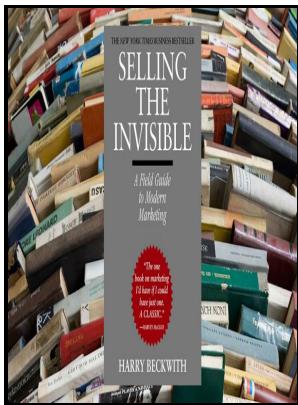


# Selling the invisible - a field guide to modern marketing

**Warner Books - tools.github.ffxiv.cn: Selling the Invisible: A Field Guide to Modern Marketing (Audible Audio Edition): Harry Beckwith, Jeffrey Jones, Hachette Audio: Audible Audiobooks**



Description: -

- Service industries -- Marketing  
Selling the invisible - a field guide to modern marketing

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Notes: Includes bibliographical references (p. 246-250).

This edition was published in 1997



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## Fī rihāb Nahj al

Based on the author's twenty-five years of experience with thousands of business professionals, this book delivers its wisdom with unforgettable and often surprising examples—from Federal Express, Citicorp, and a growing Greek travel agency. If you think you've heard it all before, you haven't heard it like this. Marginal tactics executed passionately almost always outperform brilliant tactics executed marginally.

## Selling The Invisible: A Field Guide to Modern Marketing

Your boss or client has three choices and you are the last: to do nothing, to do it themselves, or to use you. Appeal only to a prospects reason, and you may have no appeal at all 2. How much time is spent creating the Best plan? Not all the tips will be relevant or helpful to your organization, but you will almost definitely be able to find useful insights or reminders that you can apply immediately.

## Book Summary

What a great book this is! Charge by the years of experience.

## Selling The Invisible: A Field Guide to Modern Marketing

Harry Beckwith has boiled down the art of marketing into many small and easy to understand words of wisdom. His own contributions are first-rate.

## Selling the Invisible: A Field Guide to Modern Marketing: Beckwith, Harry: 9780446672313: tools.github.ffxiv.cn: Books

When a consumer purchases a service from you or your company, they are paying for your promise to deliver something in the future.



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