



# The Business Book Bible

By Derek B Lewis

LLC Creative Niche Dez 2014, 2014. Taschenbuch. Book Condition: Neu. 229x152x10 mm. This item is printed on demand - Print on Demand Neuware - Brian Tracy said, 'This book gives you a proven strategy to write and sell an excellent book on any business subject you know and care about.' Todd Sattersten, co-author of 'The 100 Best Business Books of All Time,' said, 'No one tells you how hard it is to write a business book. Luckily, Derek's 'Bible' makes it easier-much easier.' Literary agents, publishers, Fortune 500 consultants-they've all had rave reviews for 'The Business Book Bible,' the only full-length, in-depth book on how to put together a great thought leadership book. There are plenty of writing guides out there for memoirs, general business communication, crime thrillers, or romance novels. But until now, there's never been anywhere would-be business authors could turn to for help. That's unfortunate because business books present a completely different set of challenges. For example: - How do you connect with your readers so they trust you and your advice - How do you artfully point to your products and services without coming off like a late-night infomercial - How do you keep your...



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