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100 Great Sales Ideas

By Patrick Forsyth

Marshall Cavendish C, O Times E Nov 2009, 2009. Taschenbuch. Book Condition: Neu. 198x132x17 mm. Neuware - Selling is crucial to the very survival of any company. This book contains 100 great sales ideas, extracted from the world's best companies, to help anyone improve their sales and their careers. Ideas provide the fuel for individuals and companies to create value and success. Indeed the power of ideas can even exceed the power of money. One simple idea can be the catalyst to move markets, inspire colleagues and employees, and capture the hearts and imaginations of customers. This book can be that very catalyst. Each idea is succinctly described and is followed by advice on how such an idea can be applied to the reader's own business situation. A simple but potentially powerful book for anyone seeking new inspiration and that essential ingredient for success. English.



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