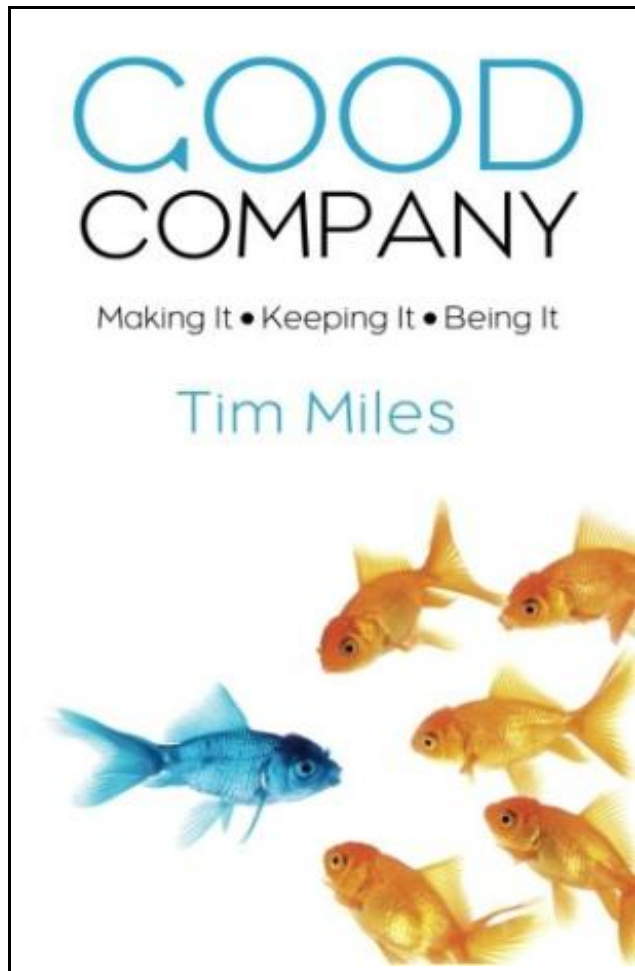


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(Johanna Roberts)

GOOD COMPANY: MAKING IT - KEEPING IT - BEING IT



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IAG Press. Paperback. Book Condition: New. Paperback. 290 pages. Dimensions: 8.4in. x 5.5in. x 0.8in. Fish don't know they're in water. We've been like that, too. Tried-and-trusted methods of communication no longer ring true in today's marketplace. What's more (or less, as the case may be), the systems you relied upon are failing maybe. If you want to not only survive but thrive in this century, you're going to need to reorient yourself to a new way of thinking. Inside this book, you'll find three sections devoted to case studies, lessons learned, and stories of business growth, customer delight, and personal development. In Part I - Making Good Company - you'll learn about strategy and about what matters and what doesn't to consumers today. You'll learn to critically and objectively analyze what you're trying to make happen, and what's in your way. In Part II - Keeping Good Company - you'll learn some of the secrets that have helped my words win customers in seven countries. You'll see and - through a complementary private website - hear actual examples of copywriting and customer service success stories to help you win new customers and delight the ones you already have. In Part III - Being Good Company - you'll learn some techniques for separating the truly important from the merely urgent. You'll take a look inside the Miles family - where Dee and I have learned to look at the world a little differently since our son was diagnosed with autism. A book filled with heart, humor and historical success, Good Company will help you live, work and play a little better, a little truer, and a little stronger. If you're looking for a quick fix, you're going to come away disappointed. This book is the diet and exercise of marketing and...



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