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What do Howard Hughes and 50 Cent have in common, and what do they tell us about Americans and our desires? Why did Sean Connery stop wearing a

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toupee, and what does this tell us about American customers for any product? What one thing did the Beatles, Malcolm Gladwell and Nike all notice about Americans that helped them win us over? Which uniquely American traits may explain the plights of Krispy Kreme, Ford, and GM, and

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the risks faced by Starbucks? Why, after every other plea failed, did "Click It or Ticket" get people to buy the idea of fastening their seat belts? To paraphrase Don Draper's character on the hit show Mad Men, "What do people want?" What is the new American psyche, and how do



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In *You, Inc.* Beckwith provides practical tips, anecdotes and insights based on his 30 years of marketing and selling his advertising services. Beckwith learned early on in his career that no matter what product you're selling, the most important component of the product is you. *In You, Inc.: A*

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Field Guide to Selling Yourself, Beckwith relates tantalizing tidbits and real stories of how to harness your enthusiasm with an ability to impress your key accounts. Written in his traditional homespun style, Beckwith offers doses of humour and pithy knowledge to anyone who wants to

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seal the deal and thrive in business.

Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor, and expertise to a new age of mass communication and mass

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confusion. What Clients Love will help you stand out from the crowd-and sell anything to anyone. From making a pitch to building a brand, from designing a logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and

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failure, it shows you how to: \* Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd. \* Strike with a Velvet Sledgehammer. It's not a hard sell. It's

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not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home. \* Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the

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street. Marketers, ecouitez! \* Dress Julia Roberts. Why one scene from Pretty Woman can enlighten you more than a full year of study at a top business school. What Clients Love will help you get focused, stay focused, and follow the essential rules to success-by doing the little things



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right and the big things even better.

This guide shows how markets work and how prospective clients think. It delivers business wisdom aimed at keeping clients by utilising the keys to modern marketing - price, brand, packaging and relationships.

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An innovative approach to winning more profitable sales in the growing professional services industry In recent years, professional services providers have had to rethink their sales methods and adapt to profound changes in the way clients buy

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services. In response, *Winning the Professional Services Sale* argues for fundamental changes in the seller's mindset and sales strategies. Rather than pressing the sale, salespeople must help clients buy--the way that works best for each client. This new approach gives buyers what they now

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want in a services seller: a consultative problem solver, change agent, and solution integrator, all rolled into one. Author Michael McLaughlin presents a strategy for winning new business with a holistic approach to each client relationship. Only by fully understanding a sale from every

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angle, including its impact on the client's business and career, can salespeople thrive in the new era of the service economy.

Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in

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the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge. Derived from the globally leading textbook for Services Marketing by the same author, this book offers a comprehensive overview of extant knowledge on the topic.

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Accessible and practical, *Winning in Service Markets* bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world.

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"The world's greatest salesman" reveals the spectacular selling principles that have brought him to the top of his profession as he offers helpful advice on how to develop customer profiles, how to turn a prospect into a buyer, how to close the deal, and how to establish a long-term



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