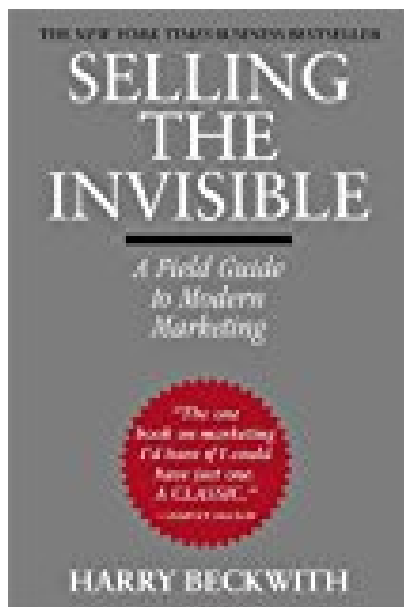


Selling the Invisible A Field Guide to Modern Marketing



BOOK DETAILS

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- Pages : 272 Pages
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BOOK SYNOPSIS

SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Donts The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

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