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Good Company: Making It - Keeping It - Being It

By Tim Miles

IAG Press. Paperback. Book Condition: New. Paperback. 290 pages. Dimensions: 8.4in. x 5.5in. x 0.8in. Fish dont know theyre in water. Weve been like that, too. Tried-and-trusted methods of communication no longer ring true in todays marketplace. Whats 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, youre going to need to reorient yourself to a new way of thinking. Inside this book, youll 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 - youll learn about strategy and about what matters and what doesnt to consumers today. Youll learn to critically and objectively analyze what youre trying to make happen, and whats in your way. In Part II - Keeping Good Company - youll learn some of the secrets that have helped my words win customers in seven countries. Youll 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...



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Absolutely one of the best book I have ever study. It is actually written in simple terms rather than confusing. I realized this pdf from my dad and i suggested this pdf to understand.

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