



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 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...



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-- **Mr. Maynard Kessler PhD**

Absolutely one of the best books I have ever studied. 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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