1. Record Nr. UNINA9910151653703321 Autore Lopata Andy Titolo Recommended: how to sell through networking and referrals / / Andy Lopata Pubbl/distr/stampa Harlow, England:,: Financial Times:,: Prentice Hall,, [2011] ©2011 **ISBN** 0-273-75846-2 1-283-33410-0 9786613334107 0-273-75845-4 Edizione [1st edition] Descrizione fisica 1 online resource (xxii, 278 p.): ill Disciplina 658.872 Soggetti Word-of-mouth advertising **Business referrals** Business networks Marketing Lingua di pubblicazione Inglese Materiale a stampa **Formato** Livello bibliografico Monografia Note generali Formerly CIP.

Nota di bibliografia

Includes bibliographical references (pages 267-270) and index.

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Referrals and recommendations are the most effective drivers of new business. This book will show you how to make your business thrive by generating referrals and sales from your own networks cheaply, effectively and quickly.