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Collana	Jossey-Bass short format series
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Nota di contenuto	Membership Rules!: The Art of Selling What Matters; Copyright; Contents; Introduction; Sell What Matters; If You Can't Compete with Walmart, Stop Trying; Step One: Identify Unmet Needs; Case Study: Metal Treating Institute; Actions Sometimes Speak Louder Than Data; Filling the Knowledge Gaps; Step Two: Focus on Organizational Strengths; Successful Failures; Step Three: Monetize Your Offerings; Step Four: Market One Thing, Not Everything; Case Study: MTI; Deciding Whether Price Equals Value; Case Study: PAll Redefines Success; Case Study: PSIA-AASI Membership Gets a Liftby Embracing Change Positively UnexpectedAction Steps; References; About the Author
Sommario/riassunto	This short form original eBook is an extension of Sheri's speaking engagements. It opens with an introduction to Sheri's key principles/rules of membership which will be expanded upon in much greater detail with examples in the full-length book publishing in January 2014. This original, 10,000 word, short format piece focuses on the principle of Selling What Matters,