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	Autore	Port Michael <1970->
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	Altri autori (Persone)	MarshallElizabeth <1975->
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	Nota di contenuto	From the Old World to the New -- Typical tactics are out of sync with the market -- Typical tactics are focused on the wrong person -- Typical tactics damage relationships and long-term potential -- Typical tactical harm reputations and create unintended consequences -- Contrarian primer -- Pendulum swing.
	Sommario/riassunto	Take the traditional sales model, which is outdated and needs a serious makeover, and turn it on its head by applying the advice in The Contrarian Effect: Why It Pays (Big) to Take Typical Sales Advice and Do the Opposite. Find an entirely sound approach to building better client relationships and closing more sales by doing the exact opposite that conventional sales advice dictates. Re-examine the most well-worn sales tactics in the business and discover specific and actionable strategies and principles that will help you close more sales today.