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| Nota di contenuto | Contents; List of Figures; List of Tables; Acknowledgments; Introduction; CHAPTER ONE: The Desire to Acquire; CHAPTER TWO: The Passion of the Salesperson; CHAPTER THREE: The Passion of the Prospect; CHAPTER FOUR: The Passion of the Product; CHAPTER FIVE: Theory into Practice: Thirteen Expressions of Passion in Selling; CHAPTER SIX: From Passion to Execution; APPENDIX: Our Methodologies for Studying the Affluent and Wealthy; Notes; Index; About the Authors |
| Sommario/riassunto | The New Elite exposed the lives and minds of America's richest people. Now, the authors reveal what and how these titans of wealth buy...and how to sell to them. |