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| 1. Record Nr. | UNINA9910315248903321 |
| Titolo | GEOSUL : revista do Departamento de Geociencias, Universidade Federal de Santa Catarina |
| Pubbl/distr/stampa | Florianopolis, : UFSC, 1986- |
| ISSN | 2177-5230 |
| Disciplina | 910 |
| Soggetti | Zeitschrift |
| Lingua di pubblicazione | Portoghese |
| Formato | Materiale a stampa |
| Livello bibliografico | Periodico |
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- | | |
|-------------------------|--|
| 2. Record Nr. | UNINA9910958338003321 |
| Autore | Taylor Jim <1947-> |
| Titolo | Selling to the new elite : discover the secret to winning over your wealthiest prospects // Jim Taylor, Stephen Kraus, and Doug Harrison |
| Pubbl/distr/stampa | New York, : AMA, 2011 |
| ISBN | 9786613023421
9781283023429
1283023423
9780814416549
0814416543 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (272 p.) |
| Altri autori (Persone) | HarrisonDoug <1965->
KrausStephen |
| Disciplina | 658.85 |
| Soggetti | Affluent consumers
Customer relations
Selling
Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di bibliografia | Includes bibliographical references and index. |

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.
