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Life s a Pitch: What the World s Best Sales People Can Teach Us All

By Philip Delves Broughton

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 198 x 129 mm. Language: N/A. Brand New Book. Now in paperback, Philip Delves Broughton, bestselling business author of What They Teach You at Harvard Business School, takes a sideways look at the greatest salespeople in Life s a Pitch. What are the selling secrets of Majid, Tangier s greatest rug peddler? How does Mrs Shibata, Japan s top life insurance seller, seal the deal? Why does Belyamani, a seller of Boeing planes, believe trust is all? Few of us have the chance to meet let alone work with the best. But to get on, we need to learn their secrets of success. Here, Philip Delves Broughton, author of the bestselling What They Teach You At Harvard Business School, journeys around the world meeting business legends from all walks of life. Their stories are insightful, hilarious and compelling. Revealing their secrets and tips, Life s a Pitch also shows how mastering the art of selling will help you master the art of life. Marvellous, dazzling . (Tom Peters, author of In Search of Excellence). Thoroughly entertaining . (Toby Young, author of How To Lose Friends and Alienate People). You can...



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