



Effective Selling and Marketing Principles, Techniques Practice

By Kerwin Mathew

Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.DESCRIPTION OF BOOK This practical sales and marketing book is aimed at both the practitioners and the students. It incorporates both sales and marketing principles and the author's own personal tips gleaned from his many years of sales and marketing work. This book is a must for every salesperson and businessman who is keen on improving his sales results, keeping his customers happy and satisfied, and, maintaining customer loyalty. Students taking marketing exams, especially those who have to do case studies, should find this book a boon for there are much practical ideas, and, the sales and marketing principles are presented in a simple style for easy assimilation and quick revision. The book, which is the author's second sales and marketing book, is based on a number of sales and marketing courses which the author has conducted for sales personnel, business practitioners and students. Much practical tips on finance, tax incentives, and, other aids, which would be of interest to the businessman, are found in the Appendix. The author also shares his unique experiences and thoughts...



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