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By By (author) Christine K. Clifford By (author) Harry Beckwith

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As founder of Beckwith Advertising and Marketing, Harry Beckwith learned early on in his career that no matter what product is being sold, the most important component of the sale is you. And in YOU, INC. Beckwith teams up with Christine Clifford (motivational speaker and former top sales executive) and they expand on this fundamental premise of selling, providing wonderful tidbits, anecdotes, and...

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- Sales Rank: #10465013 in Books
- Published on: 2011
- Binding: Paperback
- 352 pages

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