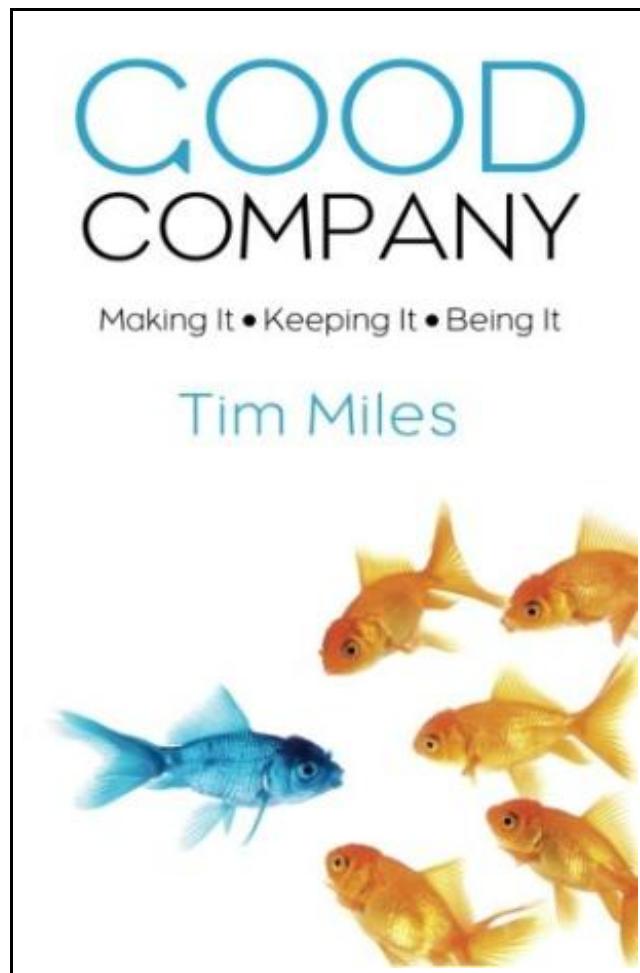


Good Company: Making It - Keeping It - Being It



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Reviews

*If you need to adding benefit, a must buy book. It really is writer in straightforward words and phrases rather than difficult to understand. Your life period is going to be change the instant you total reading this ebook.
(Letha Okuneva)*

GOOD COMPANY: MAKING IT - KEEPING IT - BEING IT

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IAG Press. Paperback. Book Condition: New. Paperback. 290 pages. Dimensions: 8.4in. x 5.5in. x 0.8in. Fish dont know theyre in water. Weve been like that, too. Tried-and-trusted methods of communication no longer ring true in todays marketplace. Whats more (or less, as the case may be), the systems you relied upon are failing maybe. If you want to not only survive but thrive in this century, youre going to need to reorient yourself to a new way of thinking. Inside this book, youll find three sections devoted to case studies, lessons learned, and stories of business growth, customer delight, and personal development. In Part I - Making Good Company - youll learn about strategy and about what matters and what doesnt to consumers today. Youll learn to critically and objectively analyze what youre trying to make happen, and whats in your way. In Part II - Keeping Good Company - youll learn some of the secrets that have helped my words win customers in seven countries. Youll see and - through a complementary private website - hear actual examples of copywriting and customer service success stories to help you win new customers and delight the ones you already have. In Part III - Being Good Company - youll learn some techniques for separating the truly important from the merely urgent. Youll take a look inside the Miles family - where Dee and I have learned to look at the world a little differently since our son was diagnosed with autism. A book filled with heart, humor and historical success, Good Company will help you live, work and play a little better, a little truer, and a little stronger. If youre looking for a quick fix, youre going to come away disappointed. This book is the diet and exercise of marketing and...

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