

Jeffrey Gitomer Little Red Sales Answers

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, *Branding For Dummies* gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, *Branding For Dummies* is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

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* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will learn how to make the biggest sales of your life, for the rest of your life. You will also learn : that humor is the ultimate selling point; that there are no "bad days" for a sale, just attitudes that are not right; that the philosophy of life is the driving force behind your professional activity; that regularly changing the presentation of one's product is essential; that one should never panic or give up; that the real decision-maker is not always the one you believe. "The Little Red Book of Selling" is a kind of sales bible. It is full of valuable and concrete advice. An infallible guide that takes you by the hand and never lets you go, throughout the long journey that is the selling process that Jeffrey Gitomer focuses on. This is the great strength of this book: it is dedicated only to what makes it possible to close deals optimally, at a few specific points. Become a sales expert in minutes! *Buy now the summary of this book for the modest price of a cup of coffee!

And just like that, everything changed . . . A global pandemic. Panic. Social distancing. Working from home. In a heartbeat, we went from happy hours to virtual happy hours. From conferences to virtual conferences. From selling to virtual selling. To remain competitive, sales and business professionals were required to shift the way they engaged prospects and customers. Overnight, virtual selling became the new normal. Now, it is here to stay. Virtual selling can be challenging. It's more difficult to make human to human connections. It's natural to feel intimidated by technology and digital

tools. Few of us haven't felt the wave of insecurity the instant a video camera is pointed in our direction. Yet, virtual selling is powerful because it allows you to engage more prospects and customers, in less time, at a lower cost, while reducing the sales cycle. Virtual Selling is the definitive guide to leveraging video-based technology and virtual communication channels to engage prospects, advance pipeline opportunities, and seal the deal. You'll learn a complete system for blending video, phone, text, live chat, social media, and direct messaging into your sales process to increase productivity and reduce sales cycles. Jeb Blount, one of the most celebrated sales trainers of our generation, teaches you: How to leverage human psychology to gain more influence on video calls The seven technical elements of impactful video sales calls The five human elements of highly effective video sales calls How to overcome your fear of the camera and always be video ready How to deliver engaging and impactful virtual demos and presentations Powerful video messaging strategies for engaging hard to reach stakeholders The Four-Step Video Prospecting Framework The Five-Step Telephone Prospecting Framework The LDA Method for handling telephone prospecting objections Advanced email prospecting strategies and frameworks How to leverage text messaging for prospecting and down pipeline communication The law of familiarity and how it takes the friction out of virtual selling The 5C's of Social Selling Why it is imperative to become proficient with reactive and proactive chat Strategies for direct messaging – the "Swiss Army Knife" of virtual selling How to leverage a blended

virtual/physical selling approach to close deals faster As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to effectively engage prospects and customers through virtual communication channels. And, with this newfound confidence, your success and income will soar. Following in the footsteps of his blockbuster bestsellers *People Buy You*, *Fanatical Prospecting*, *Sales EQ*, *Objections*, and *Inked*, Jeb Blount's *Virtual Selling* puts the same strategies employed by his clients—a who's who of the world's most prestigious organizations—right into your hands.

Jeffrey Gitomer's *SALES MANIFESTO* Imperative Actions You Need to Take and Master to Dominate Your Competition and Win for Yourself...For the Next Decade After 50 years of successfully making sales all over the world. After delivering more than 2,500 customized speeches to the world's biggest companies. After establishing an unrivaled social platform with millions of views and followers. After leading the marketplace with *Sell or Die* podcast. After delivering more than 350 sold-out public seminars to audiences all over the globe. After writing 13 best-selling books including *The Sales Bible* and *The Little Red Book of Selling*... Jeffrey Gitomer has finally written the *SALES MANIFESTO*. A book that sets the standard, and lays bare what it will take for salespeople to succeed now, and for the next decade. The book, and it's resource links, will take you, the reader to explanations that will disrupt old world sales tactics that no longer resonate with buyers, and sets easy to understand and implement

elements of what it will take to win more profitable sales. Here's a brief explanation of what's in store as you read, watch, learn, and implement: The MANIFESTO identifies in simple language the 5.5 parts of the new sale, and builds easy-to-learn and easy-to-implement models for each component: 1. Value Attraction (creating social messages that make the reader want more) 2. THEM Preparation (planning strategy, getting ready, and executing) 3. Value Engagement (attraction PLUS value) 4. Connection and Completion (perceived value beyond price in both "how to connect" and "connect to make a sale") 5. Building profitable long-term relationships (loyal, value driven customers) 5.5 Building a permanent referable first-class reputation (both online and community based) This book is not just the answer – it's a no bullshit book of ANSWERS and ACTIONS that will put you on top of your sales world and keep you there. MANIFESTO is not just MORE. MANIFESTO is... Think. Read. Experience. Observe. Collect – ideas and friends. Expose your thoughts. Attract. Prepare and Be Prepared. Internet. Intend. Engage. Relate. Differentiate. Prove value. Serve with pride. Reward – yourself and others. Love it or leave it. Do the right thing all the time. The must-have guide for getting sh*t done! " . . . I live in a world where I have multiple choices of things to do every day, and sometimes the choices are so overwhelming that I do nothing. I admit it. On the other hand, I wrote this book, and you didn't. And then the obvious question is: if you have a list of 10 things to do, what do you actually do first? Answer is always THE MOST IMPORTANT THING (not the most urgent thing). I

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tend to focus on the panic deadline. When the panic is completed, I then have a bit of peace. In order to Get Sh*t Done, there must be intervals of peace. My fight—your fight: is for time and against time. Twenty-four hours—that's what you and I have in common. USE of time is how we differ. In these pages you will discover the BEST ways to invest your time into productive and profitable actions—have a blast, and feel GREAT about your achievements." —Jeffrey Gitomer Written for those who finds it hard to Get Sh*t Done, this book is designed to have a profound, life-changing effect on anyone who wants to adopt and implement the elements of greater productivity. New York Times bestselling author Jeffrey Gitomer explains why we are so often stymied by procrastination and reveals the strategies to achieve and profit more.

Can a book actually help you close more sales? Yes it can! Sales Success is the book that shapes sales careers. While reading this sales fable, learn sales strategies used and recommended by members of the sales hall of fame including Zig Ziglar, Tom Hopkins and Scott McKain. In Sales Success, you will discover why sales success happens for the earnest student...and why it doesn't for the rest.

Come along with master storyteller, Mark Bowser, as he takes you on a journey of discovering ultimate sales success. In Sales Success, you will meet Digger Jones, the

mentor we all wished we had. Follow along as Digger teaches, motivates, and inspires his young protégé from failure to the heights of sales achievement...and how you can apply these lessons to your own sales journey.

Being a successful salesperson isn't only useful in a traditional sales role. Whether you want to sell a new product to a business, an idea to an investor, or yourself in an interview, this book provides you with all the tips and techniques you need to stand out from the crowd. This straight-talking guide helps you develop the sales, communication, and negotiating skills you need to deliver successful presentations, win and retain customers, maintain your confidence, and get the results you want.

Since its initial publication in 1994, Morrow's hardcover edition of Jeffrey Gitomer's **THE SALES BIBLE** has sold over 117,000 copies, and another 100,000 in paperback (published by Wiley). But in the 13 years since then, Gitomer has made himself into a sales powerhouse with huge success around an inventively packaged series of books, with his classic **THE LITTLE RED BOOK OF SELLING** at its heart. Now at last, Gitomer has taken the title that began it all, and has completely revised it. The Sales Bible is totally reworked to fit into his line of bestselling sales titles. It's sure to be **THE** must-have title for sales professionals worldwide who've already come to know and trust Jeffrey's

inventive, irreverent sales wisdom through his "Little [Color] Book of..." series. "What's your company's social media policy? Probably shortsighted. Business social media, or social networking, has become more than a global phenomenon. When combined with your online presence and online outreach, it's a global business phenomenon and arevenue generating phenomenon..."--Dust jacket flap.

GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK! You can learn to write compelling advertisements that will make people notice them, read them, and act upon them. In fact, you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. How to Write a Good Advertisement is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. How to Write

a Good Advertisement presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. LEARN HOW TO: Grab reader attention immediately Write compelling copy that holds attention Write a call to action that's difficult to refuse Design winning layouts Increase the number of orders Convert more inquiries to orders GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS: Effective advertisement length...use of color...smart media placement...and much more.

You have to do it... you might as well enjoy it No one likes a pushy, smarmy salesman – no one wants to be that guy ... but most of us need to sell to some extent. How else can we get any business? We all have to do it now, whether we're lawyers, accountants or start-ups. But don't despair – there's no need to go on some cringey sales training day. How to be Great at the Stuff You Hate shows you how to develop all the skills you need to sell yourself, your business and your ideas. So ditch the dread, forget the fear and start enjoying yourself! Selling isn't something you 'do' to people, it's not some dark art practised by pushy and manipulative people – it's a process, it's a relationship ... it's fun! All you need to do is cut the crap, be yourself and win some business. How to be Great at the

Stuff You Hate shows you how to: Pull together a target list – who do you want to approach and do business with? Connect with those people – writing letters/emails Master meeting and networking – conquering small talk! Follow up once you’ve chatted to someone Ask for what you want Start closing sales like top producers! Have you ever found yourself at a loss for what to say when the gatekeeper asks you what your call is about? Have your palms ever sweated when the decision maker shuts you down with: “I wouldn’t be interested”? Has your heart taken a fast dive into your stomach when, at the start of your presentation, your prospect tells you that they’ve thought about it and are just going to pass? If you’re in sales, then the question isn’t “Have you ever felt this way?”, but rather, “How often do you feel this way? Are you finally ready to learn how to confidently and effectively overcome these objections, stalls, and blow-offs? If so, Power Phone Scripts was written for you! Unlike other books on sales that tell you what you should do (like build value – hard to do when the prospect is hanging up on you!), Power Phone Scripts provides word-for-word scripts, phrases, questions, and comebacks that you can use on your very next call. Learn to overcome resistance, get through to the decision maker, and then, once you have him or her on the phone, make an instant connection and earn the right to have a meaningful conversation. You’ll be equipped with

proven questions, conversation starters, and techniques to learn whether or not they are even right for your product or service, and, if they aren't, who else in their company or another department might be. Power Phone Scripts is the sales manual you've been looking for: over 500 proven, current, and non-salesy phrases, rebuttals, questions, and conversation openers that will instantly make you sound more confident – just like the top producing sales pros do right now. Gone will be your call reluctance; gone will be your fear of calling prospects back for presentations and demos; gone will be the fear of asking for the sale at the end of your pitch! This practical guide is filled with effective scripts for prospecting, emailing, voice mails, closes, and tons of rebuttals to recurring objections you get like: “It costs too much” “We already have a vendor for that” “I’m going to need to think about it” “I need to talk to the boss or committee” and so many others... More than just phone scripts, this book provides practical, comprehensive guidance that every inside sales rep needs. Conquer concerns, provide answers, motivate action, and be the conduit between your prospect's problems and your solution. Actionable, fun, and designed to work within the current sales environment, this invaluable guide is your ticket to the top of the leader board. With Power Phone Scripts, you will never be at a loss of what to say to a prospect or client. Communication is everything in sales, and being on

top of your game is no longer enough when top producers are playing a different game altogether. You cannot achieve winning stats if you're not even on the field. If you're ready to join the big league, Power Phone Scripts is the playbook you need to win at inside sales.

Jeffrey Gitomer's Little Red Book of Selling 12.5 Principles of Sales Greatness : how to Make Sales Forever Bard

Want unprecedented results in your sales, in your career, and in your life? Let Wall Street Journal and New York Times bestselling author Jeffrey Gitomer guide you. As the world's foremost expert on selling, he knows more about success than anyone. The collection features the Little Red Book of Selling, Little Red Book of Sales Answers, Little Black Book of Connections, Little Gold Book of YES Attitude, and Little Green Book of Getting Your Way. Additionally, a Gitomer training DVD is included. Jeffrey Gitomer's Little Books Collector Edition is a complete and integrated game plan for learning, applying, and living these proven techniques for success.

Every person in the universe wants to hear YES! Every business and sales winner wants to hear one word: YES! Having and maintaining a YES! Attitude that's powerful enough to help anyone achieve the impossible is possible. When you've got a YES! Attitude, you assume everything will start with "YES!" ...and you'll find a way to "YES!"

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even when the first, second, and third answer you hear is "NO!" You say you weren't born with a YES! Attitude? No problem! Jeffrey Gitomer will give you all the tools you need to build one and maintain it for a lifetime. As the world's #1 expert in selling (and the author of the best-sellers Little Red Book of Selling and The Sales Bible), Gitomer knows more about attitude than anyone alive today. Now he's brought those lessons together in a book you can read in one sitting... a book that'll change your life! What makes this book for you? It's not just "inspiration": it's a complete, step-by-step, fully-integrated game plan for understanding and mastering your attitude. You'll learn the 7.5 specific things you can do to maintain your intensity, drive, and commitment... discover 20.5 "attitude gems" that capture the value of thousands of dollars of books and courses... learn how to overcome the 10.5 most dangerous "attitude busters"... then learn how to maintain your YES! Attitude every day, for the rest of your life! Don't just read this book once: study it, live it -- and win.

Salespeople are looking for answers. The fastest, easiest answers that work every time. The good news is, the answers exist. The bad news is, in order to be able to become a successful salesperson, you have to understand, practice, and master the answers. You would think with all the answers contained in this book, that anyone who reads it would automatically become a better salesperson. You would be thinking wrong. To become a better salesperson, the first thing you have to do is read it. The second thing to do with this book is read it again. The third thing to do with this book is

try one answer every day. If it does not work exactly right the first time, or the outcome was not what you expected, try it again and tweak it a little bit. The fourth thing you have to do is practice the answer until you feel that it is working. The fifth thing you have to do is become the master of it. Blend each answer to your selling situation and do it in a way that fits your style, and your personality. Think about the way you ask for an appointment. The way you leave a voice-mail message. The way you follow up after a sales call. The way you begin a sales presentation. The way you ask for a sale. The way you respond to an angry customer. The way you earn a referral. Or the way you get a testimonial. Wouldn't you love to have the perfect answer for every one of these situations?

Want to learn the insider secrets of the top 1% sales achievers? Discover the inspiring techniques of 20 sales VIPs so you can climb the ranks and bring in the biggest commissions of your career. Fed up with the same old sales results? Tired of advice from so-called sales gurus who don't actually sell for a living? Want to learn closing techniques from real-world doers? Account director, podcast host, and top 1% achiever Scott Ingram has spent his whole life obsessed with sales. With nearly two decades of sales experience under his belt, he's ready to share 60 inspiring stories to help you finally sell like a heavy hitter. *Sales Success Stories - 60 Stories from 20 Top 1% Sales Professionals* is a powerful collection of the tales of triumph—and failure—from 20 amazing sales MVPs. Divided into four motivating sections covering mindset,

relationships, sales careers, and sales processes, this book will show you how high achievers sustain stellar results on a daily basis. If you're an ambitious and dedicated professional ready to climb the ladder to the top, then you need this roadmap to career victory! In *Sales Success Stories*, you'll discover:

- * Real-world anecdotes shared by successful professionals so you can learn from their hard-earned wisdom
- * How the top sales producers get to the top and the skills required to stay there
- * Relationship-building methods to help you win and keep customers over and over again
- * Ways to accelerate your sales career so you can beat your rivals to the top
- * The secrets of the pros, from prospecting and pitching to negotiating and closing and much, much more!

Sales Success Stories is the groundbreaking collection of real-world sales successes you need to take your game to a whole new level. If you like practical techniques, professional wisdom, and street-smart insights, then you'll love Scott Ingram's motivational manual. Buy *Sales Success Stories* to uncover the secrets of the sales pros today!

Many of the areas that salespeople struggle with these days have long been the domain of marketers, according to bestselling author John Jantsch. The traditional business model dictates that marketers own the message while sellers own the relationships. But now, Jantsch flips the usual sales approach on its head. It's no longer enough to view a salesperson's job as closing. Today's superstars must attract, teach, convert, serve, and measure while developing a personal brand that stands for

trust and expertise. In *Duct Tape Selling*, Jantsch shows how to tackle a changing sales environment, whether you're an individual or charged with leading a sales team. You will learn to think like a marketer as you:

- Create an expert platform
- Become an authority in your field
- Mine networks to create critical relationships within your company and among your clients
- Build and utilize your Sales Hourglass
- Finish the sale and stay connected
- Make referrals an automatic part of your process

As Jantsch writes: "Most people already know that the days of knocking on doors and hard-selling are over. But as I travel around the world speaking to groups of business owners, marketers, and sales professionals, the number one question I'm asked is, 'What do we do now?' "I've written this book specifically to answer that question. At the heart of it, marketing and sales have become activities that no longer simply support each other so much as feed off of each other's activity. Sales professionals must think and act like marketers in order to completely reframe their role in the mind of the customer."

There are universal laws of selling that determine whether you succeed, or don't succeed — whether you earn enough to enjoy the lifestyle you want or struggle to make ends meet. When you align the wind with your sails, you move effortlessly across the water. When your sails are out of alignment, you flounder and go nowhere. If you align your thinking and actions with these powerful laws of selling, you will be more effective and efficient. You will encounter less friction, require less energy, and get bigger results faster. Here's a sampling of Jeffrey's 21.5 Laws of Selling:

- Deliver Value First
- Ask

Before Telling • Communicate in Terms of Them • Become Your Own Brand • Earn Referrals and Testimonials without Asking • Create Loyal Customers These 21.5 Laws are the rock foundation of selling. They may be invisible but they are undeniable — and unbreakable. If you're just getting started in selling, you will find the Laws invaluable. Whether or not you learn them and follow them will make or break your career. If you've been in sales for a while, you will find yourself saying, "I haven't been doing that." "I knew that! How did I forget?" When we break the Laws we pay the price. Our sales suffer. Our bank account takes a hit. It's an effort to get out of bed and make a sales call, to do our best work — work that is aligned with the Laws. Use Jeffrey's Laws of Selling to recharge your enthusiasm and redirect your actions back to what really works.

Master the art of closing with this authoritative guide to powerhouse sales The Very Little but Very Powerful Book on Closing teaches you how to close sales—simple as that. This book is packed with information that has the power to change your perspective, and to strengthen your ability to build relationships, forge new partnerships, and close sales at the prices you want. As an essential element of every sales professional's toolkit, this powerful guide will help you discover how to ask the right questions and create a sense of urgency that prospects cannot ignore. Closing sales is what makes a business a success; no matter how wonderful your products and services, your business is not going to succeed if you don't have the ability to close the

sales that will drive your company to the top of its industry. Even more motivating is the fact that closing sales—and driving the success of your business—also increases your personal accomplishment in the financial arena. Change your perspective to enhance your closing ability Learn to build relationships and forge key partnerships Identify the questions you need to ask in order to understand the purchase drivers influencing your clients' decisions Develop a winning sales formula Sales professionals face competition at every turn. Whether you're trying to win a new account or are retaining key clients, closing is an essential aspect of the sales process—one that you must understand and execute in order to keep your numbers high. *The Very Little but Very Powerful Book on Closing* is the resource you need to take your closing skills to the next level.

Describes the characteristics of a successful salesperson, and discusses cold calls, networking, top down sales, customer needs, closing, and problem solving "A classic."—Jay Conrad Levinson, author of *Guerrilla Marketing* Chet Holmes has been called "one of the top 20 change experts in the country." His advice starts with one simple concept: focus! Instead of trying to master four thousand strategies to improve your business, zero in on the few essential skill areas that make the big difference—and practice them over and over with pigheaded discipline. *The Ultimate Sales Machine* shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve. Like a tennis player who hits nothing but backhands for a few hours a week to perfect his game, you

can systematically improve each key area. With his real-life examples and a trademark tell-it-like-it-is style, Holmes offers proven strategies for:

- Management: Teach your people how to work smarter, not harder
- Marketing: Get more bang from your Web site, advertising, trade shows, and public relations
- Sales: Perfect every sales interaction by working on sales, not just in sales

The Ultimate Sales Machine will put you and your company on a path to success and help you stay there!

Place of publication from publisher's website.

Presents thirty-three tips on personal and business success gleaned from the experiences and wisdom of John Patterson, founder of the National Cash Register Company.

Put into practice today's winning strategy for achieving success in high-end sales! The SPIN Selling Fieldbook is your guide to the method that has revolutionized big-ticket sales in the United States and globally. It's the method being used by one-half of all Fortune 500 companies to train their sales forces, and here's the interactive, hands-on field book that provides the practical tools you need to put this revolutionary method into action immediately. The SPIN Selling Fieldbook includes:

- Individual diagnostic exercises
- Illustrative case studies from leading companies
- Practical planning suggestions
- Provocative questionnaires
- Practice sessions to prepare you for dealing with challenging selling situations

Written by the pioneering author of the original bestseller, SPIN Selling, this book is aimed at making implementation easy for

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companies that have not yet established SPIN techniques. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

Explains how to build successful relationships with others, discussing the definition of trust, the characteristics of trustworthy people, and how to provide business and sales advice that can be trusted.

A new guide from the author of *The Sales Bible* helps salespeople learn why sales happen, and how it has everything to do with understanding buying motives and taking ethical actions, allowing the readers to make sales for the moment and for the rest of their lives.

Provides answers to a variety of sales-related questions, offering information on topics including personal improvement, competition, skill building, customer relations, ethics, networking, and problem solving.

Teaches how to unlock the power of persuasion, including how to tell a story in a compelling and compassionate manner, how to inject humor in the persuasive process, and how to engage the audience to sell one's point of view.

Why be happy and how, and why not to worry if you think you are not. Why it is easy to be happy, and how you can miss happiness even if it stands before you. How a bird can fill you with joy and how a stranger's smile can soothe you. Why happiness may not even be the word for what we really need. India's beloved sage and writer brings

together his own pithy observations and those by artists and thinkers he admires in this beautiful little anthology. A Little Book of Happiness is a miscellany for all seasons, one to cherish and to share."

Offers strategies for turning customer satisfaction into customer loyalty, emphasizing the importance of word-of-mouth advertising

Every salesperson's road map to superstar success!

Marketing for Growth is a guide to how the marketing function within a business can and should become its most important driver of growth. Marketers play a crucial role in generating revenue and they can play an equally important role in how revenues translate into profit. Growth is also about becoming a better business by being smarter or more efficient, and growing in a sustainable way. This involves developing and improving products, processes and standard of service. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behaviour and the forces at play in markets. This increases the impact marketing should have on all those aspects of a business. The book is in three parts: the first part explores who are the most valuable customers, the second the most effective ways to drive revenue growth and the third the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence based on the experiences of a wide range of business in Britain, America, Europe and Asia. Among the firms featured are Amazon, China Mobile, Dove, Goldman

