



Going Up: Proven Strategies for Reaching Higher Levels in Business

By Sam Page

Business Excellence Press. Paperback. Condition: New. 282 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. Going Up: Proven Strategies for Reaching Higher Levels in Business If you're looking for sugar-coated motivational speeches, you won't find it here. The authors of Going Up give you the same in-the-trenches insight on business success that they have implemented with some of the most successful and recognizable corporations, entrepreneurs and celebrities in the world. If you are an entrepreneur, business executive, or a sales and marketing professional, you will find dozens of practical how-to tips and strategies for building your business in today's competitive marketplaces. Marketing Psychology: The How and Why of What We Buy Marketing's greatest battles aren't won or lost in your store, in the street, or on the web. . . they're won or lost inside the mind of your customer. Inside you will discover: Three psychological triggers to use when presenting your offering, so prospects feel compelled to buy from you. How to apply the same principles of consumer psychology used by Amazon.com to increase your online conversions. What Cicero discovered over 2000 years ago that lays the foundation for every successful marketing campaign, to this day. How to steal..



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