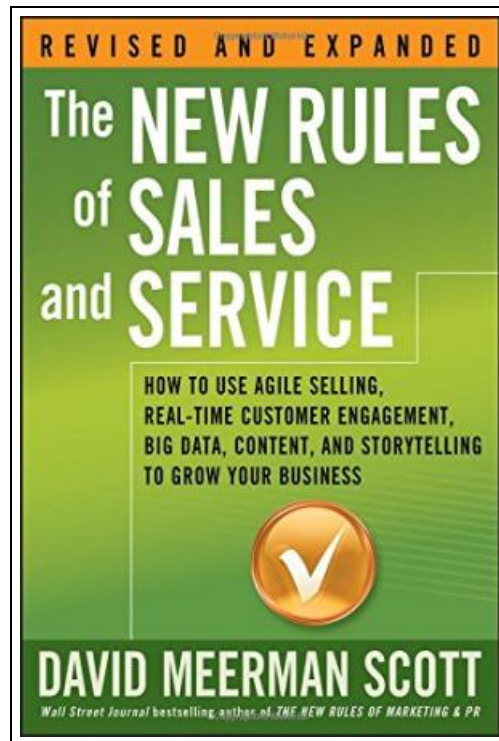


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John Wiley Sons Inc, United States, 2016. Paperback. Book Condition: New. 1. Auflage. 341 x 156 mm. Language: English . Brand New Book. The essential roadmap for the new realities of selling when buyers are in charge Sales and service are being radically redefined by the biggest communications revolution in human history. Today buyers are in charge! There is no more selling there is only buying. When potential customers have near perfect information on the web, it means salespeople must transform from authority to consultant, product narratives must tell a story, and businesses must be agile enough to respond before opportunity is lost. The New Rules of Sales and Service demystifies the new digital commercial landscape and shows you how to stay ahead of the pack. Companies large and small are revolutionizing the way business gets done, and this book takes you inside the new methods and strategies that are critical to success in the modern market. Real-world examples illustrate the new marketplace in action, and demonstrate the brilliant utility of taking a new look at your customer and your business. This new edition has been updated to reflect the current reality of this rapidly-evolving sphere, with fresh strategies, new tools, and new stories. Whether you re an independent contractor, a multi-national corporation, a start-up, or a nonprofit, this book is your essential guide to navigating the new digital marketplace. David Meerman Scott provides up-to-the-minute analysis of the current state of the digital commercial landscape, plus expert guidance toward the concepts, strategies, and tools that every business needs now. Among the topics covered in detail: \* Why the old rules of sales and service no longer work in an always-on world \* The new sales cycle and how informative Web content drives the buying process \* Providing agile, real-time sales...

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