



# **The Art of the Sale: Learning from the Masters About the Business of Life**

*Philip Delves Broughton*

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From the author of *Ahead of the Curve*, a revelatory look at successful selling and how it can impact everything we do

The first book of its kind, *The Art of the Sale* is the result of a pilgrimage to learn the secrets of the world's foremost sales gurus. Bestselling author Philip Delves Broughton tracked down anyone who could help him understand what it took to achieve greatness in sales, from technology billionaires to the most successful saleswoman in Japan to a cannily observant rug merchant in Morocco. The wisdom and experience Broughton acquired, revealed in this outstanding book, demonstrates as never before the complex alchemy of effective selling and the power it has to overcome challenges we face every day.

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