



Seeking Customers (Harvard Business Review Book)

Benson P. Shapiro, John J. Sviokla

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This book provides advice on how to increase profitability through improved marketing and sales management. It offers practical suggestions on how to identify prospects, initiate relationships, price the product or service, and close the sale. The book includes contributions from leading academics and consultants, including Benson P. Shapiro, Harvey B. Mackay, Rowland T. Moriarty, and Thomas V. Bonoma. Issues addressed include customer-focused marketing, managing customer relationships, the art and science of selling, learning from compensation, and composition.

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