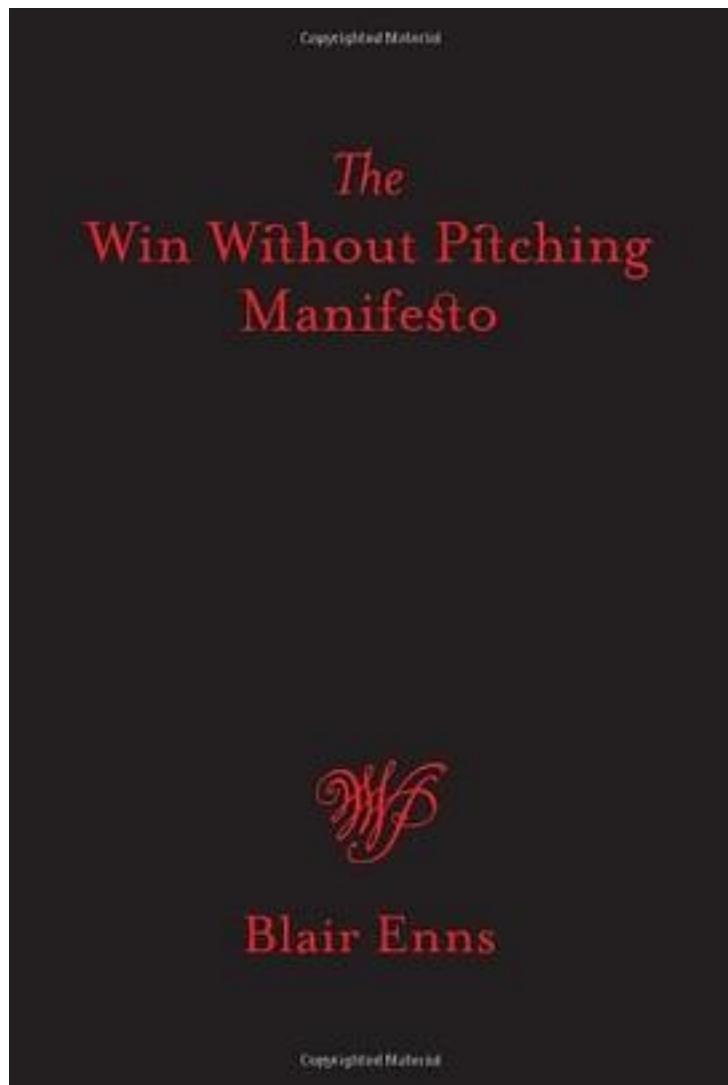


The Win Without Pitching Manifesto



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著者:Blair Enns

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A manifesto of business practices for those who sell ideas and advice, The Win Without Pitching Manifesto lays out twelve steps--in the form of proclamations--that owners of creative businesses can take to distance themselves from their competition, regain the high ground in their client relationships and learn to win business without first parting with their thinking or writing lengthy proposals. The twelve proclamations were written to inspire owners of independent creative businesses (e.g.: design firms & advertising agencies) to rethink how their services are bought and sold. Anyone who sells ideas or advice will find relevance in their teachings.

作者介绍:

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标签

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评论

没啥感觉，大概是因为不是做这个的吧。希望以后有机会再读

设计公司每个人都有必要反复看的圣经。

If you work for a creative agency or design-oriented company, this could be your bible to your BD team.

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书评

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