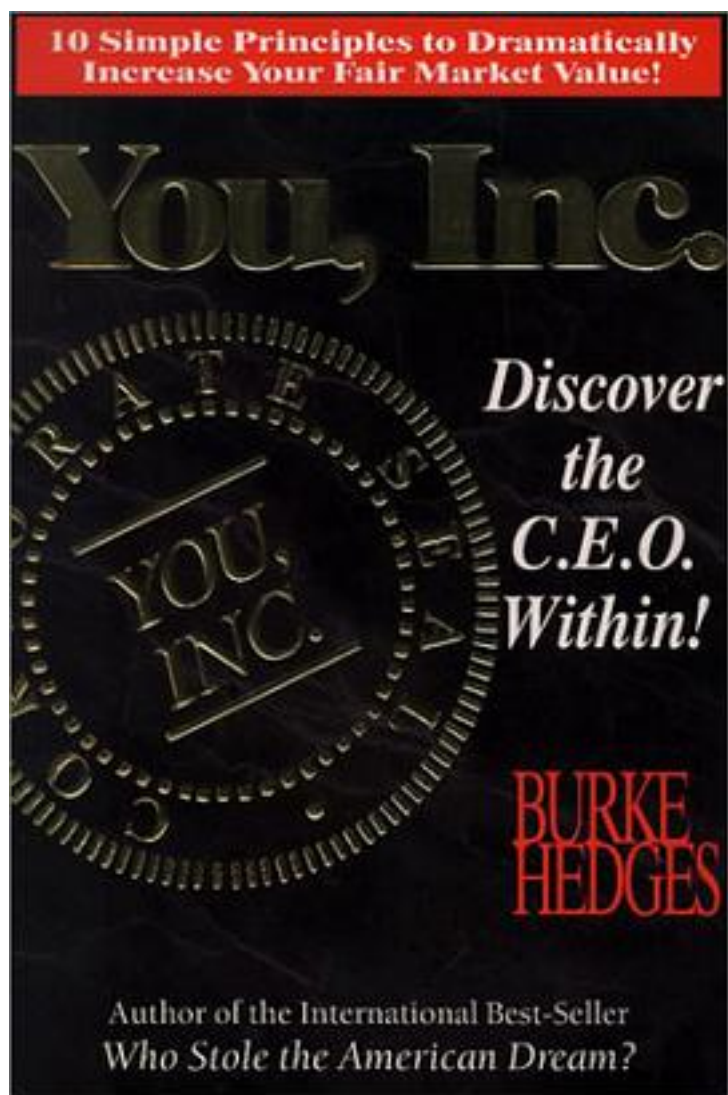


# You Inc. - Discover the C. E. O. Within!



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As founder of Beckwith Advertising and Marketing, Harry Beckwith learned early on in his career that no matter what product is being sold, the most important component of the sale is you. Here Beckwith teams up with his wife, motivational speaker and sales director Christine Clifford Beckwith, to provide tips, anecdotes, and insights based on their 30 years of selling experience. Written in a traditional homespun style, the Beckwiths offer doses of humor and practical knowledge to anyone who wants to learn how to seal the deal and thrive in business.

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