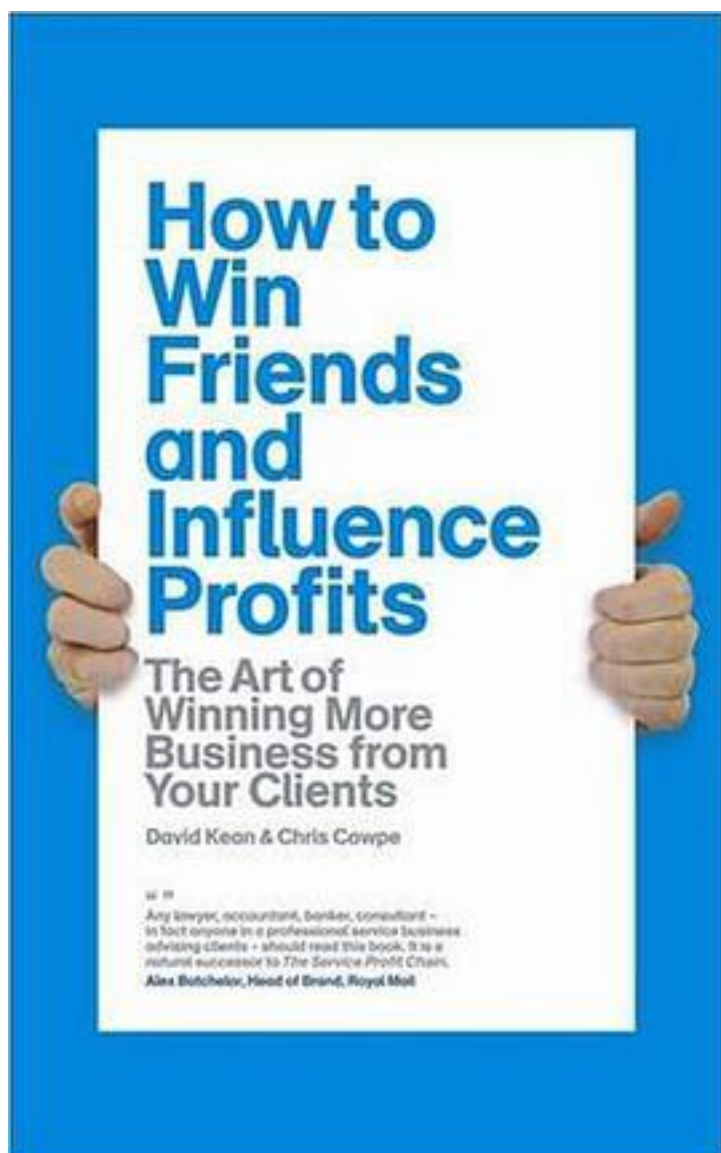


# How to Win Friends and Influence Profits



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The people who can build and nurture client relationships are the real heroes in business. Why? Because revenue from existing client relationships drops straight to the bottom line. It is the best kind of growth a company can have - better than winning new clients and better than acquiring new companies - because it is high-profit growth. All of the most successful and most profitable organisations have a systematic and methodical approach to driving development of their existing clients. This book will share those systems and methods to help all businesses to capitalise on the value of their precious, but under exploited, client relationships.

作者介绍:

目录:

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