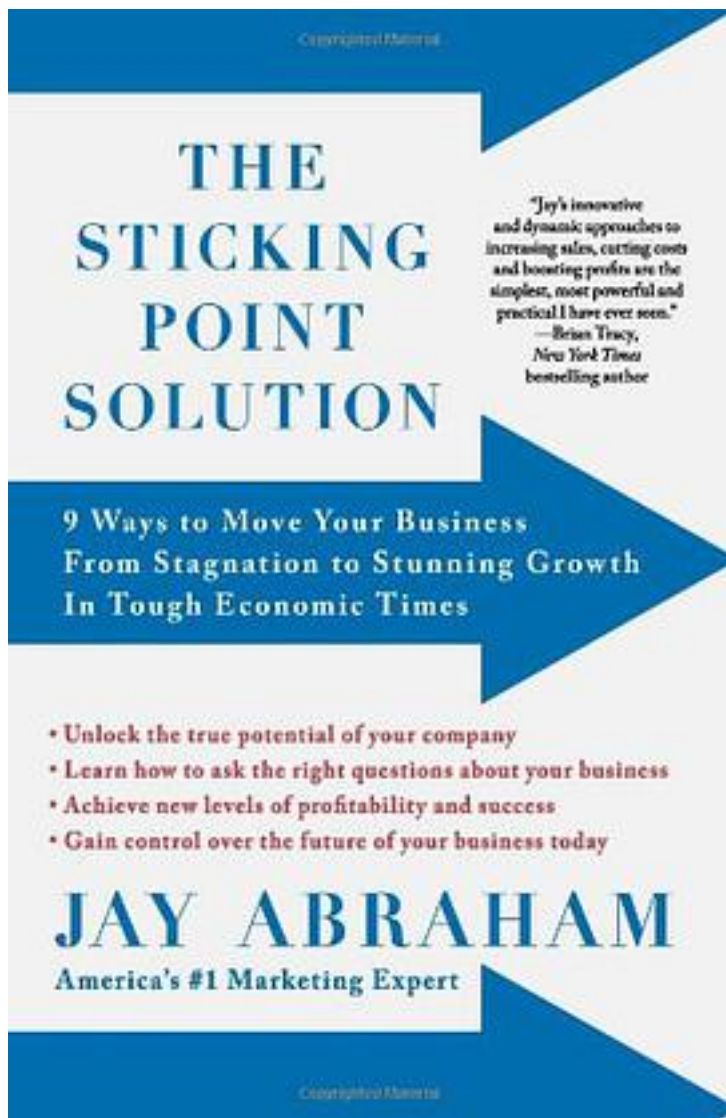


The Sticking Point Solution



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著者:Jay Abraham

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Businesses can plateau, stall, or stagnate...without the owners or key executives even realizing it. The purpose of The Sticking Point Solution is to help entrepreneurs and executives recognize the ways in which their businesses may be stuck, and to then give them tools for getting unstuck and enjoying exponential growth. To achieve this, Jay will help you to identify the nine sticking points” that keep entrepreneurs and executives alike grinding just to survive, instead of growing and thriving. Unlocking that true business potential and diagnosing the specific issues that each reader/business owner/entrepreneur/employee faces is the mission of this book. The results: freedom from stagnation and stalling; new levels of profitability and success; and a much greater sense of control and pleasure from running the enterprise.

作者介绍:

杰·亚伯拉罕



全美排名第一的市场营销专家，亚伯拉罕集团创始人兼首席执行官。著名的演讲大师及培训专家，被《福布斯》杂志评为“全美五大商业决策教练”。



过去的二十年里一直致力于解决各种企业问题，并帮助来自400多个行业的10000多名客户提高收益，包括IBM、微软、花旗银行、联邦快递等全球500强企业。



他被《纽约时报》《今日美国》《洛杉矶时报》《华盛顿邮报》(旧金山纪事报)《OTC股票期刊》《企业家》《成功》《公司》等权威媒体公认为“市场营销天才”。

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评论

刀子与钻石，物物交换，cold call召集所有人再sell，其他skills没完全看完

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书评

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