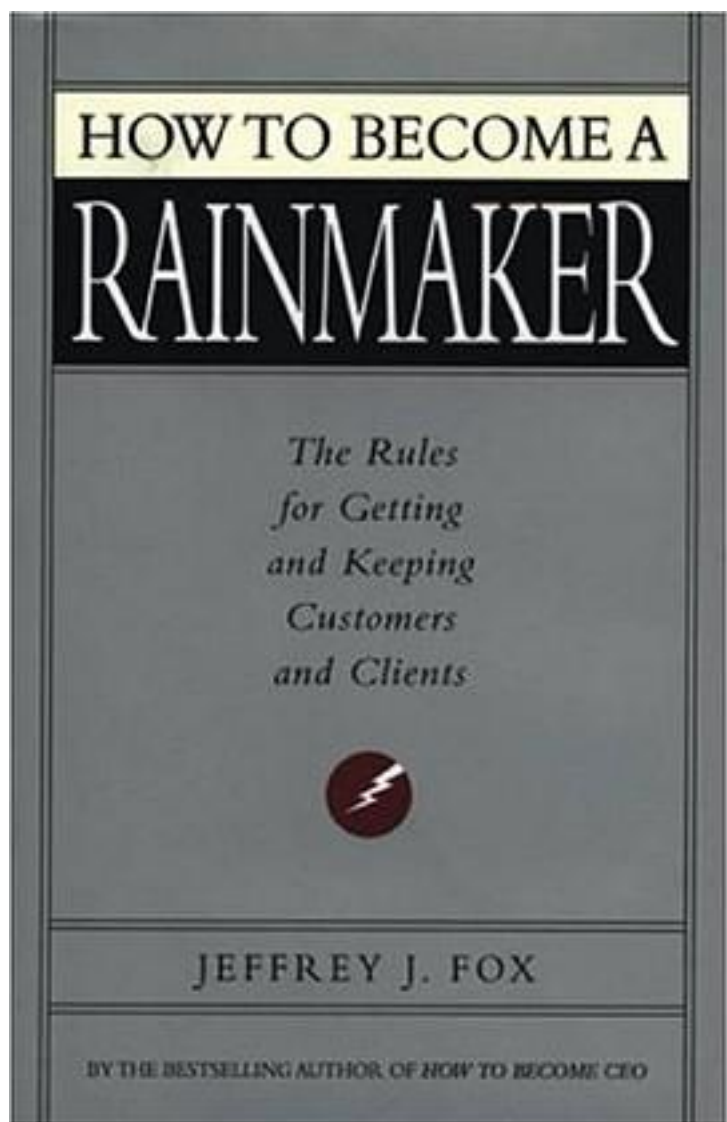


# How to Become a Rainmaker



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Filled with smart tips given in the Fox signature style, counter- intuitive, controversial, and practiced, this hard-hitting collection of sales advice shows readers how to woo, pursue, and finally win any customer. In witty, succinct chapters, Fox offers surprising, daring, and totally practical wisdom that will help readers rise above the competition in any company in any field. A terrific resource for CEOs, as well as anyone looking to distinguish themselves in salesbe it books, cars, or real estateHow to Become a Rainmaker offers the opportunity to rise above the competition in any company, in any field.

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标签

营销

评论

Many good tips for salesman, worth buying

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这本书的底子就有问题，企业最大的目的是什么？利润？这也许没有问题，虽然我不认可，但是如果这个是出发点，那么所有运营中的中心，会在客户身上吗？会以客户为出发点吗？另一方面，面对竞争的话，利润中心如何落地？我觉得企业创办的目的，就是是否让别人更好，这个别人大体来说，就是客户。比如福特创办汽车的时候，就是能让更多的人开的起车。如果以利润为中心，那么就不会再有这样的伟大理想，那么就客户也会逐渐抛弃，因为有别的厂家更能满足这个伟大的理想。

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