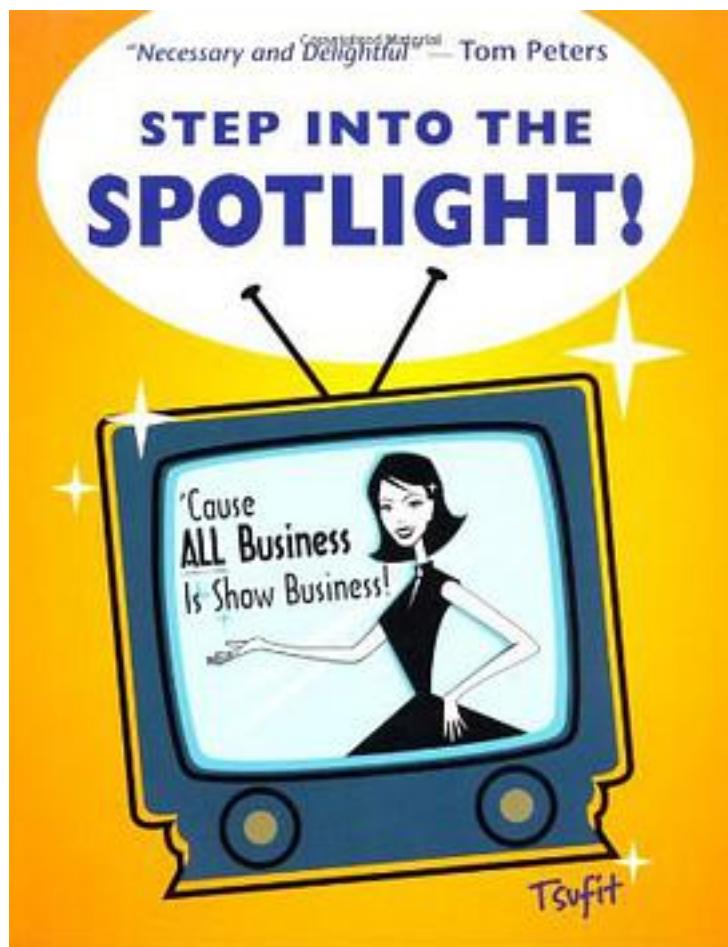


# Step into the Spotlight!



## A GUIDE TO GETTING NOTICED

"Must Reading" — Jack Trout

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著者:TSUFIT

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This book offers a fresh approach to getting noticed in business. The author demonstrates how show business tricks of the trade can be applied to any business with the result that business or entrepreneur will stand out and get noticed. Topics covered include branding, positioning, public speaking, networking, infomercials, publicity and how to deal with criticism and rejection.

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