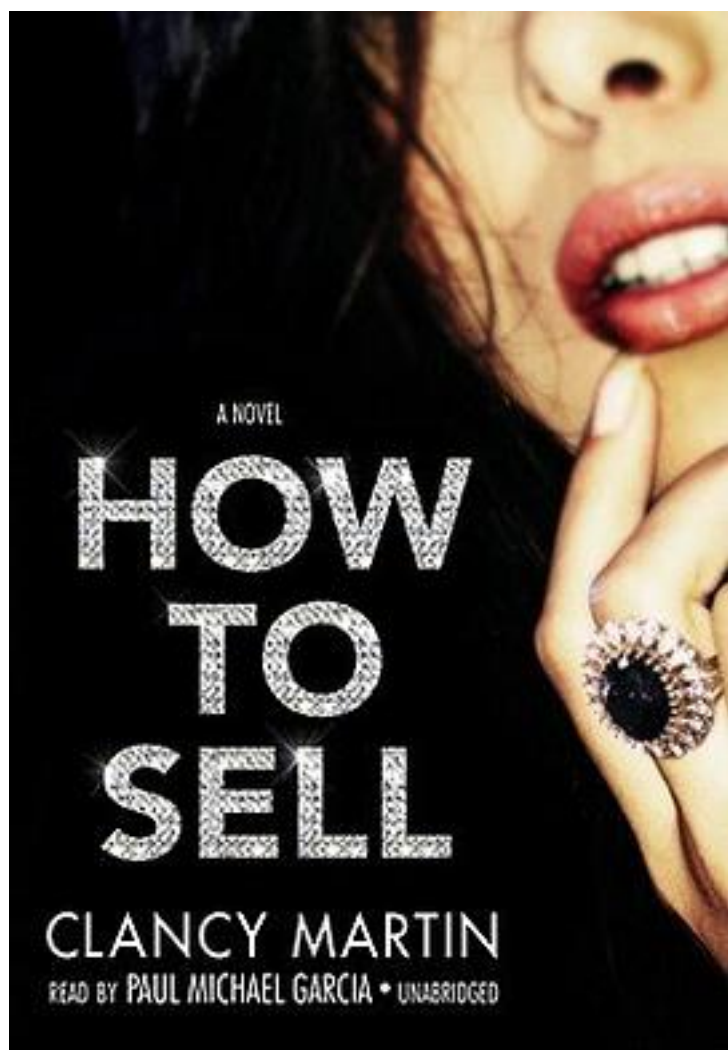


How to Sell



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Bobby Clark is just sixteen when he drops out of school to follow his big brother, Jim, into the jewelry business. Bobby idolizes Jim and is in awe of Jim's girlfriend, Lisa, the best saleswoman at the Fort Worth Deluxe Diamond Exchange. What follows is the story of a young man's education in two of the oldest human passions, love and money. Through a dark, sharp lens, Clancy Martin captures the luxury business in all its exquisite vulgarity and outrageous fraud, finding in the diamond-and-watch trade a metaphor for the American soul at work.

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