

Tell To Win Connect Persuade And Triumph With The Hidden Power Of Story

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Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story by Gruber, Peter at AbeBooks.co.uk - ISBN 10: 0307587959 - ISBN 13: 9780307587954 - Crown Business - 2011 - Hardcover

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?Today everyone—whether they know it or not—is in the emotional transportation business. More and more, success is won by creating compelling stories that have the power to move partners, shareholders, customers, and employees to action. Simply put, if you can't tell it, you can't sell it. And...

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