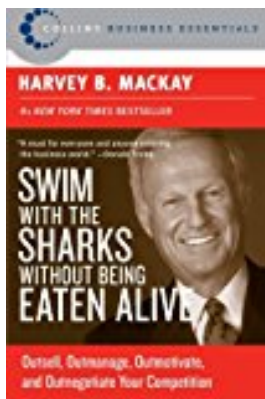


[PDF] Swim With The Sharks Without Being Eaten Alive: Outsell, Outmanage, Outmotivate, And Outnegotiate Your Competition (Collins Business Essentials)

Harvey B. Mackay - pdf download free book



Books Details:

Title: Swim with the Sharks Without
Author: Harvey B. Mackay
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Description:

From Library Journal First-time author Mackay has produced a "how-to" book that is different. Offering a series of lessons with titles like, "If You Don't Have a Destination, You'll Never Get There," or "Make Decisions with Your Heart and What You'll End Up with Is Heart Disease," he tells parables that make the point more by example than by just giving advice. How Mackay got Morrow to print 100,000 copies of his book and give him an unknown writer a six-figure advance and a \$150,000 promotion budget is as interesting as how he outflanked Calvin Griffith to keep the Twins in Minnesota. Highly recommended for most public and academic libraries. Michael D. Kathman, St. John's Univ. Lib., Collegeville, Minn.
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Review “. . .extraordinary intelligence and profound wisdom.” (Governor Mario Cuomo)

“. . .I wouldn't hesitate a minute in taking his advice.” (Charles R. Schwab)

“. . . easy reader ride to success in the business world” (Ted Koppel)

“His own story shows that his tips on salesmanship can work.” (Newsweek)

“It's beautifully written, witty, riveting, and the best book about achieving your goals since Dale Carnegie wrote his masterpiece.” (Warren Bennis)

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“Super-Salesman's Secrets.” (Wall Street Journal)

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“Harvey Mackay is a master of brief, biting, and brilliant business wit and wisdom.” (Tom Peters)

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“His book gives to-the-point parables about making your business and personal life a success.” (USA Today)

“Harvey Mackay may be the most talented man I have met.” (Lou Holtz)

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