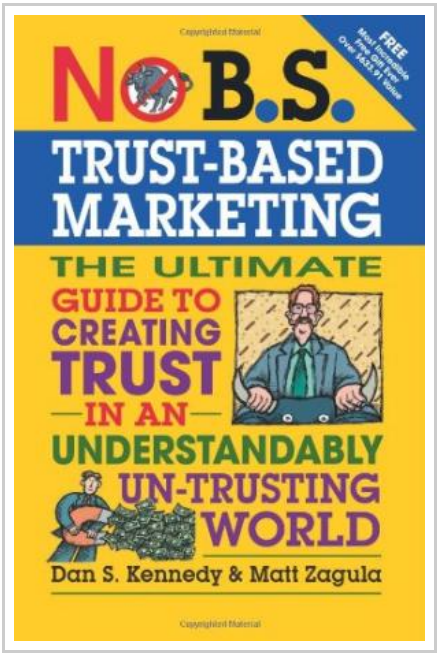


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No B.S. Trust Based Marketing: The Ultimate Guide to Creating Trust in an Understandibly Un-Trusting World

By Dan S. Kennedy, Matt Zagula

Entrepreneur Press. Paperback. Book Condition: new. BRAND NEW, No B.S. Trust Based Marketing: The Ultimate Guide to Creating Trust in an Understandibly Un-Trusting World, Dan S. Kennedy, Matt Zagula, " My research shows we are heading into a major shake-out in business that will determine the leaders for decades to come. This will REQUIRE creative marketing and positionin, and there is no better source than Dan Kennedy on this topic. His book No B.S. Guide to Trust-Based marketing is rich with vital insights." -Harry S. Dent, Jr., author, The Great Crash Ahead Trust Between Consumers and Businesses is Gone Here's How to Fix It Internationally recognized "millionaire maker," Dan S. Kennedy, joined by entrepreneur and financial consultant, Matt Zagula, show you how to break down the barriers caused by the "trust no one" mantra invading every customer's mind today. They deliver an eye-opening look at the core of all business--trust, and teach you the secrets to gaining it, keeping it, and using it to build competitive differentiation, create price elasticity, attract more affluent clients, and inspire referrals. You'll get the essential strategies required to build trust in an understandably untrusting world, and in turn, attract both business and profits. Covers...

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