



The Challenger Sale (Chinese Edition)

Matthew Dixon, Brent Adamson

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Based on an exhaustive study of thousands of sales representatives and clients across multiple industries and geographies, The Challenger Sale proposes a brand-new sales model--the challenger sale. Through this model, one can win the controllers place in marketing and gain real advantages in fierce competition so as to improve their performance. There are not only interpretation of research results and case analysis, but also feasible implementation strategies and application skills. You cant miss this book if you are sales men or departments pursuing growth of marketing performances.

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