



Swim with the Sharks

Harvey Mackay

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Harvey Mackay

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This comprehensive course on salesmanship, negotiation and management teaches you how to outsell, outmanage, outmotivate and outnegotiate your competition. Swim With The Sharks has won praise from a remarkable and diverse following, including Governor Mario Cuomo of New York, Gloria Steinem and Ted Koppel.

Harvey Mackay, the man who built a multi-million dollar international envelope manufacturing company, now shares his winning techniques for professional and personal success. He offers an agenda for achievement through a series of "lessons" featuring the Mackay 66 -- an in-depth customer profile designed to give you the edge -- and invaluable "quickies" on business and life -- " Make Your Decisions with Your Heart, and What You'll End Up with Is Heart Disease;" "How to Handle the Tough Prospect;" among many others.

In the bestselling tradition of Tom Peters, Donald Trump and Mark McCormack, here is sound advice for anyone who wants to be a winner in any field. Swim With The Sharks is the new "success" bible by the man Fortune magazine called "Mr. Make-Things-Happen."

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