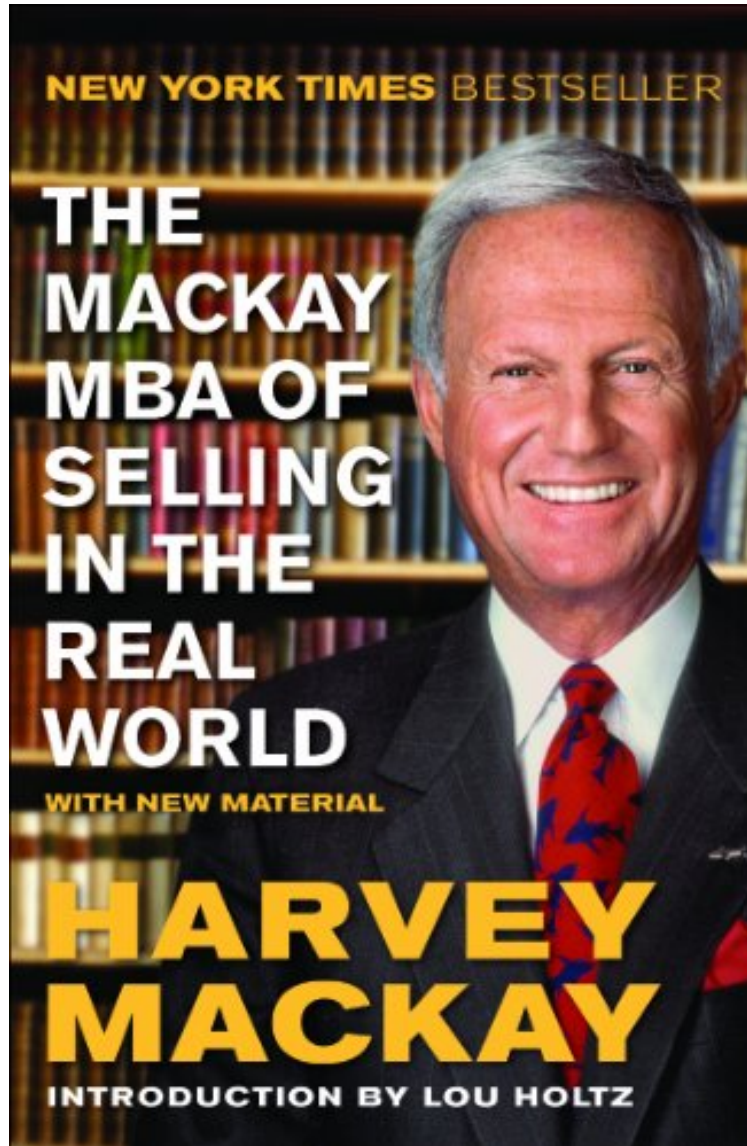


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The Mackay MBA of Selling in the Real World

Harvey Mackay

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Harvey Mackay : The Mackay MBA of Selling in the Real World before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mackay MBA of Selling in the Real World:

63 of 66 people found the following review helpful. Best of Traditional and Cutting-Edge NewBy Terry L., BrockHarvey Mackay does it again--- and even more WOW! for you! This book gives the details on how to sell in today's world. No, it is not the old-school selling of beating people over the head. Harvey shows how to connect with people using tried-and-true principles as well as cutting-edge technologies. Yes, he tells you about Twitter, for instance, but he also goes in-depth as to how to use it in business and how successful companies today are deploying

this technology for serious bottom-line benefits. If you are in sales (and aren't we all today?) you will benefit enormously from this book. Don't just read it --- devour it! Watch the video as I cite specific references in the book that you can use right now. Harvey's work is practical, real-world and bottom-line-enhancing. Get it today! 14 of 15 people found the following review helpful. Just Read Swim With The Sharks Again By Matthew Palmer I rarely write reviews, but I felt compelled to after reading this book. Let me first say that I think very highly of Harvey. I loved Swim With The Sharks and very much enjoy his weekly column. Looking for a new book on sales, I was delighted to stumble upon this one. Seeing that it had received largely positive reviews, I took the plunge. What a disappointment. Harvey absolutely nailed this one in. First, if you're looking for sales insights, you won't find them here. Try Zig's Secrets of Closing the Sale instead. I have no earthly idea how "MBA of Selling" is included in the title. The book is not about sales...it's not about anything really. It's a random collection of stories, quotes, blog posts, and interviews with "experts" you've never heard of. It's reminiscent of the old Seinfeld episode where J. Peterman buys a bunch of Kramer's stories and has Elaine try to turn them into a book. Much of the book doesn't even read as though it was written by Harvey. For me, the worst parts were the chapters on social media, where Harvey, his ghost writer, or one of his "experts" would rattle off the virtues of Twitter, Facebook, etc. They could not possibly have come across as more inauthentic. Harvey is pushing 80 for crying out loud! Don't waste your time or money on this one...just reread Swim With The Sharks. 0 of 0 people found the following review helpful. S MUST READ By Rikn Cabo I LOVE THE MACKAY MAN N HIS BOOKS. REAL WORLD, REAL EDUCATIONAL, REAL INTERESTING AND ENTERTAINING READING.

Harvey Mackay is a legend-and now he's back with the sum total of decades of sales know-how, teaching go-getters how to make the sale and hit the numbers, day in and day out. His advice is rooted in road-tested, real-world experiences and include new tips on the Web, LinkedIn and Facebook. As a lifelong student of the sales game, Mackay has spent decades collecting secrets, wisdom, and anecdotes. He features his Mackay Morals-life lessons such as: bull;nbsp;Big shots are just little shots who kept shooting. bull;nbsp;Helping someone up won't pull you down-and could very easily pull them to your side. bull;nbsp;Be like the turtle: If he didn't stick his neck out, he wouldn't get anywhere at all. There is no one better to show you how to be a high-energy, determined, creative sales dynamo than Harvey Mackay. From the Trade Paperback edition.

ldquo;An absolute must-read. Miss it at your own peril.rdqquo;mdash;LARRY KINGnbsp;ldquo;In this masterpiece, Harvey gives readers what they want: an unrivaled command of sales.rdqquo;mdash;LOU HOLTZ, from the introductionldquo;In today's world the only thing that you have going for you is YOU. But are you the best YOU you can be? If you don't have the success that you want in your life right now, this book is for you.rdqquo;mdash;SUZE ORMANnbsp;ldquo;There are three kinds of business experts. There's an expert, there's a world-class expert, and there's Harvey Mackaymdash;THE world-class expert.rdqquo;mdash;JEFFREY GITOMER, author of The Little Red Book of Selling About the Author Harvey Mackay is the founder and chairman of the \$100 million Mackay Mitchell Envelope Company. He has written six New York Times bestselling books, including the blockbuster Swim with the Sharks Without Being Eaten Alive, and is a nationally syndicated weekly business columnist. His books have been translated into forty languages and have sold ten million copies in eighty countries.