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Mein Freund, der Kunde: Ohne Tricks und Fallen Kunden gewinnen und behalten (Dein Business) (German Edition)

Jürgen Frey

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Auf Basis der von ihm mitentwickelten und seit Jahren bewährten TEMP-Methode zeigt Jürgen Frey, wie Business funktioniert: ehrlich, authentisch und mit Begeisterung für den Kunden. Das ist die Zukunft für Marketing und Vertrieb.

Das Buch ist ein modernes Praxisbuch, teils Sachbuch mit erzählerischen Elementen und persönlichen Statements des Autors, teils umsetzungsorientierter Ratgeber, der methodisches Know-how und inhaltliche Substanz vermittelt. Das Credo des Autors: Behandle Kunden wie deine Freunde!

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