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Daniel H. Pink

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New-York-Times-Bestsellerautor Daniel Pink eröffnet eine völlig neue und inspirierende Perspektive auf die Kunst des Verkaufens und erklärt nicht nur dessen grundlegend neue Bedeutung für uns alle, sondern auch, warum das schlechte Image des Verkäufers längst überholt ist. Er zeigt uns außerdem, wie jeder lernen kann, seine Nachfrage zu erhöhen – mit einem Stil, der im Einklang mit den eigenen Werten steht.

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