



# Think Like Your Customer, 4-cd set: A Winning Strategy to Maximize Sales

*Bill Stinnett*

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## **Think Like Your Customer, 4-cd set: A Winning Strategy to Maximize Sales** Bill Stinnett

How to capture customers by learning to think the way they do. In Think Like Your Customer, Stinnett explains why the key to landing corporate customers is to do what the most successful fishermen and hunters do - think like their prey. Stinnett's clients include General Electric, Microsoft, Verizon, American Express, and other major corporations.

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