

Judul:

BrainScripts for sales success : 21 hidden principles of consumer psychology for winning new customers

Pengarang/Penulis:

Whitman, Drew Eric, author

Subjek:

Selling -- Psychological aspects; Marketing -- Psychological aspects; Consumers -- Psychology; Consumer behavior

Nomor Panggil:

658.8 WHI b

Penerbitan:

McGraw-Hill

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