

<<如何实现你的百万美元计划>>

图书基本信息

书名：<<如何实现你的百万美元计划>>

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作者：Pete Williams

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内容概要

Pete Williams has been referred to as Australia's Richard Branson. At just 21 years of age, Pete embarked on a highly publicised and successful entrepreneurial venture -- to sell the Melbourne Cricket Ground -- in pieces! In How to turn your million-dollar idea into a reality, Pete passes on the techniques he used to sell the "G", including: ~ developing your ideas to reach a hungry market ~ achieving maximum sales for minimal expense using publicity and leverage ~ structuring your business to suit your lifestyle ~ pricing your products and services for maximum sales ~ tapping into a worldwide market online ~ using networking and team force to build your business. Readers will also gain access to a wealth of free material on Pete's website, including discounts on his marketing seminars and products.

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