



Clients, Clients, and More Clients Create an Endless Stream of New Business with the Power of Psychology

By Larina Kase

McGraw-Hill. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 8.9in. x 6.0in. x 0.8in. TURN EVERY BUSINESS CONNECTION INTO A PAYING CLIENT With a Foreword by Michael Port, bestselling author of Book Yourself Solid Clients, Clients, and More Clients arms you with powerful tools from the field of psychology for building every business connection into the kind of relationship that leads to referrals, joint ventures, and sustainable business growth. In this bookchock full of ideas at the intersection of marketing and psychology Larina Kase shows you how to master the art of building relationships that drive new clients. David Meerman Scott, bestselling author of Real-Time Marketing and PR Larina Kase has done a first-rate job of explicating many crucial elements of human psychology. But it is her instructive advice on how to harness that information profitably that elevates this books usefulness to great heights. Robert B. Cialdini, author of Influence: Science and Practice Larina Kase knows about social proof. You can tell by who she got to endorse the book. But go deeper. Theres lots of actionable information in here, and it will result in more business. Chris Brogan, coauthor of Trust Agents and president of Human Business Works This book is...



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