

<<商业的相关边际>>

图书基本信息

书名：<<商业的相关边际>>

13位ISBN编号：9780471477129

10位ISBN编号：0471477125

出版时间：2004-12

出版时间：John Wiley & Sons Inc

作者：Wood, Wally

页数：226

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商业的相关边际>>

内容概要

With real case studies and step-by-step guidance, *The Relationship Edge in Business* shows you how to:

Develop the right mindset – understand that personal relationships are vital to business success Ask the right questions—discover the common ground you share with others Do the right thing—be truthful and straightforward or you ’ ll undermine the goodwill you ’ ve worked so hard to build

<<商业的相关边际>>

书籍目录

Foreword Acknowledgments Chapter 1: CLIMBING THE RELATIONSHIP PYRAMID Building Relationships Is a Skill Payback Time in Memphis Relationships Can Trump Price Four Fundamental Selling Truths Meaningful Dialogue Comes with Trust Climbing the Relationship Pyramid You Need Knowledge, Integrity, Actions Key Points about the Pyramid Chapter 2: WHAT STRONG RELATIONSHIPS REQUIRE Three Steps to Building a Positive Relationship Make Self-Fulfilling Prophecies Positive Think Well of Others (Even the Jerks) Implement the Process Completely Learn Strategies, Not Tactics Set Yourself Apart Do Unexpected, Unselfish Actions Building a Relationship Takes Time Decide Who's Key, Then Do Something Chapter 3: TWENTY QUESTIONS Start with a Self-Check Sharing Creates the Relationship Learn What Someone Treasures Thirteen Facts about Human Beings Let the Other Person Talk Sell by Not Selling Start with These 20 Questions Memorize the Questions, but Think FORM Tell Me Something That Will Surprise Me Respect Their Time and Opinions Plan What You Will Ask Chapter 4: GOOD QUESTIONS PROMOTE MEANINGFUL DIALOGUE Motives Matter Setting up a Good Question Analyze the Bridge to the Question Preface Your Question Ask Personal Questions First Hold up a Book Don't Suggest an Answer Learn What Someone Treasures Make Them Think Stimulate Real Thinking Ways to Gain Respect Chapter 5: IT'S A SMALL WORLD AFTER ALL Chapter 6: IT'S NOT WHAT YOU KNOW; IT'S WHAT YOU DO Chapter 7: INTERACTS WELL WITH OTHERS Chapter 8: DECIDE ON YOUR GOALS Chapter 9: AND WHAT IF YOU'RE THE BOSS? Chapter 10: MAINTAINING MEANINGFUL RELATIONSHIPS Notes Index

<<商业的相关边际>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>