



Swim with the Sharks Without Being Eaten Alive (Collins Business Essentials)

Harvey B. Mackay

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This straight-from-the-hip handbook by bestselling author and self-made millionaire Harvey Mackay spells out the path to success for readers everywhere. They will learn how to:

- Outsell by getting appointments with people who absolutely, positively do not want to see you, and then making them glad they said "yes!"
- Outmanage by arming yourself with information on prospects, customers, and competitors that the CIA would envy - using a system called the "Mackay 66."
- Outmotivate by using his insights to help yourself or your kids join the ranks of America's one million millionaires.
- Outnegotiate by knowing when to "smile and say no" and when to "send in the clones."

This one-of-a-kind book by a businessman who's seen it all and done it all has sold almost 2 million copies, and is the essential roadmap for everyone on the path to success.

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