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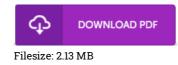
THE SOLUTION-CENTRIC ORGANIZATION



McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 284 pages. Dimensions: 9.1in. x 6.3in. x 1.3in.The Solution-Centric Organization provides a comprehensive framework for moving companies away from a productprice orientation to a successful, solution-centric approach that includes sales, marketing, communication, and a problem-solving mentality. Written by the CEO and Marketing VP of Sales Performance International (SPI)a company that has trained thousands of senior managers in the principles of Solution Sellingthis business-building resource shows how to transform an organization so that it can...

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