

# Selling It Softly

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softly invites you to take an unforgettable look at the emotional side of selling in a time when information is everywhere you will discover it is inspiration that creates the missing link between your products and your customers this book will equip you with easy to apply approaches to make an immediate difference in all that you do with heartwarming stories from her direct selling career and her life s journey sue offers a fresh approach to sharing the life enhancing benefits of the products you sell

competition in the hospitality industry is nonstop and brands are looking for associates who can handle themselves flawlessly both on and off the job modern hospitality professionals are correctly concerned about representing their organizations and themselves with polish politeness confidence and authority hospitality management leads the way by showcasing the soft skills that you can use to amaze your guests with your outstanding attention to customer care publisher

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in this pathfinding book based on original archival research marsha f cassidy offers the first thorough analysis of daytime television s earliest and most significant women s genres appraising from a feminist perspective what women watched before soap opera rose to prominence after providing a comprehensive history of the early days of women s programming across the nation cassidy offers a critical discussion of the formats programs and celebrities that launched daytime tv in america kate smith s variety show and the famed singer s unsuccessful transition from patriotic radio star to 1950s tv idol the charm boys garry moore arthur godfrey and art linkletter whose programs honored women s participation but in the process established the dominance of male hosts on tv and the misery shows strike it rich and glamour girl and the controversy both critical and legal they stirred up cassidy then turns to nbc s home show starring the urbane arlene francis who infused the homemaking format with manhattan sophistication and the ambitious daily anthology drama matinee theater which strove to differentiate itself from soap opera and become a national theater of the air she concludes with an analysis of four popular audience participation shows of the era the runaway hit queen for a day ralph edwards s daytime show of surprises it could be you who do you trust starring a youthful johnny carson and the big payoff featuring bess myerson the country s first jewish miss america cassidy s close feminist reading of these shows clearly demonstrates how daytime tv mirrored the cultural pressures inconsistencies and ambiguities of the

postwar era

this leading sales expert believes that anyone can develop the feel of the sale by focusing on their customer's viewpoint and needs rather than their own this field tested guide is based on schneider's the feel of success seminar

now in paperback this innovative guide to the art of selling is a hands on how to book about fulfilling your selling potential and enjoying it written in an easy to read breezy style this informative book can be opened to any page to find practical pointers and outstanding advice

reading graphic design history uses a series of key artifacts from the history of print culture in light of their specific historical contexts it encourages the reader to look carefully and critically at print advertising illustration posters magazine art direction and typography often addressing issues of class race and gender david raizman's innovative approach intentionally challenges the canon of graphic design history and various traditional understandings of graphic design he re examines icons of graphic design in light of their local contexts avoiding generalisation to explore underlying attitudes about various social issues he encourages new ways of reading graphic design that take into account a broader context for graphic design activity rather than broad views that discourage the understanding of difference and the means by which graphic design communicates cultural values with a foreword by steven heller

poetry a writer like you continues the writer's forays into the quirks of history pertaining to contemporary south and north america but the engagement here is largely with toronto and to a lesser extent new york cities that the poet has learned to love the birth of children and the joys of parenting the deaths of relatives the contradictions of a writerly life and that ever constant grappling with the spiritual are some of the mundane themes persaud considers as he places them within the context of historical change and the migrations of people persaud's fiction essays and poetry have been published in canada england india the middle east the united states and the west indies

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