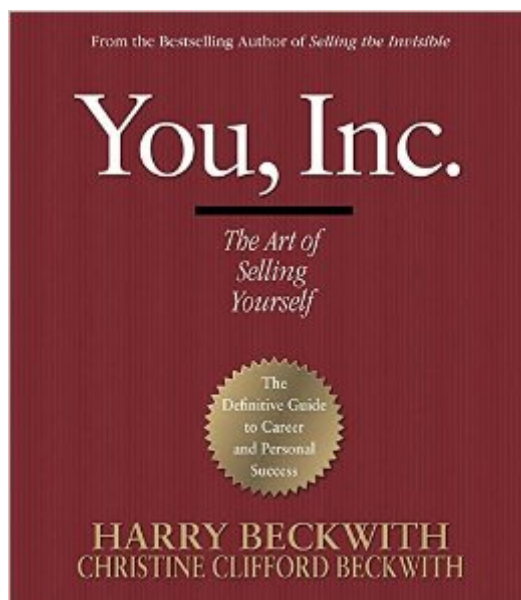


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# You, Inc.: The Art Of Selling Yourself



## Synopsis

Written in a personable and homespun style, *YOU, INC.* offers doses of humor and pithy knowledge to anyone who wants to thrive in the increasingly competitive business world. What veteran sales and marketing experts Harry and Christine Beckwith understand is that, to succeed in life, the most important thing you need to be able to sell is *YOU*—whether it's in a job interview, a social gathering, or during a business negotiation. The Beckwiths provide a treasure trove of insights and tips to help you present yourself credibly, confidently, and comfortably.

## Book Information

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## Customer Reviews

Don't be deterred by the subtitle (initially I was) because, in fact, Harry and Christine Beckwith provide in this volume a wealth of invaluable insights concerning personal improvement as well as professional development rather than cynical self-serving strategies and tactics. They know exactly what Peter Drucker meant when he observed that "Each of us is a CEO." Moreover, they wholly agree with Bill George and countless others that the most effective CEOs are "authentic" leaders in that they demonstrate (in George's words) "the highest integrity, [are] committed to building enduring organizations...who have a deep sense of purpose and are true to their core values...who have the courage to build their companies to meet the needs of all stakeholders, and who recognize the importance of their service to society." Moreover, this book is not - as at first I incorrectly assumed -- a significant departure from Harry Beckwith's previously published books. On the contrary, it is wholly consistent with the values he affirms in each. For example, except for commodities, I agree that people buy from other people, not from companies. When commodities

are involved, competitors (e.g. Sam's Club and Costco) must "sell" themselves because their products and prices are about the same. In this volume, the Beckwiths point out that authentic people are credible - as are companies -- because they have earned respect and trust. What individuals "sell" may be invisible (decency, character, integrity, dependability, etc.) but authenticated or contradicted by their behavior. These are precisely the same values that Harry Beckwith affirms in his earlier works, notably *Selling the Invisible* and *What Clients Love*.

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