



Marketing to the Affluent (New edition)

By Thomas J. Stanley

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Marketing to the Affluent (New edition), Thomas J. Stanley, From the "New York Times" best-selling author of "The Millionaire Next Door", is the classic guide on how to market to the rich. Praise for "Marketing to the Affluent": "Dr Stanley's prospecting techniques saved me thousands of hours of tedious work normally given to cold calls and mailer leads. His methods gave me the surgical steel to cut into the heart of the affluent market." - Ken Catanella, Senior Vice President, Shearson Lehman Hutton. "I have read, over the past 17 years, everything I could find about marketing financial services, and I can say without hesitation that this book is the best work of its type I have ever read." - W Frank Bullock, Senior Vice President, Citizens and Southern Trust Company. ""Marketing to the Affluent" should be required reading for every professional in the securities industry. Dr Stanley has condensed the secrets of effective self-marketing into a cogent, concise, and comprehensive game plan. Most importantly, his ideas work!" - Glenn M Colacurri, Senior Vice President, Division Director of Sales and Marketing, Shearson Lehman Hutton.



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