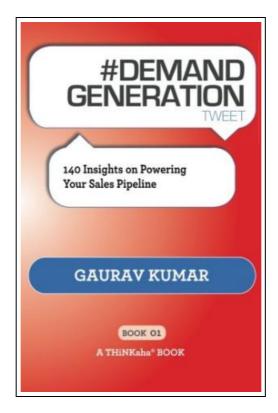
## Demand Generation Tweet Book01: 140 Insights on Powering Your Sales Pipeline (Paperback)



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## Reviews

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(Brendan Wuckert)

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Thinkaha, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Every few years, there comes along a product or service that so elegantly and uniquely fills a market void that it requires no marketing effort and generates its own demand. The vast majority of products or services on the market, however, require significant demand generation efforts. This explains the flood of how-to books on lead generation, maintaining a healthy sales pipeline, or robust marketing strategies. In the veritable flood of consultants offering expertise on how to generate demand, keep pipelines full, or retain clients, only a few come across as true experts--sharing wisdom and tips that are practical, applicable, and worth the read. #DEMAND GENERATION tweet is one such book--a voice that stands apart from the crowd. Written by a serial entrepreneur who walks his talk, the book is a compilation of 140 true and tested insights that will help you rev up your sales pipeline, both in the long and short terms. Gaurav Kumar starts with the essentials, fully aware that they are the foundation on which all further knowledge will rest. These include knowing and profiling customers, nurturing leads, engaging with all relevant stakeholders, and communicating fully, honestly, and clearly. What makes the book a must-read is that the author shares his own practical insights, gleaned from decades of experience, on what it takes to master the demand generation game. For the most part, the book is prescriptive, but it also points out common missteps, places where even veteran strategists are likely to slip. It s just one of the little extras that make this book a worthy read. Sales and business development leaders, marketing strategists, business analysts, business owners, and C-level executives will all benefit immediately from reading this book,...



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