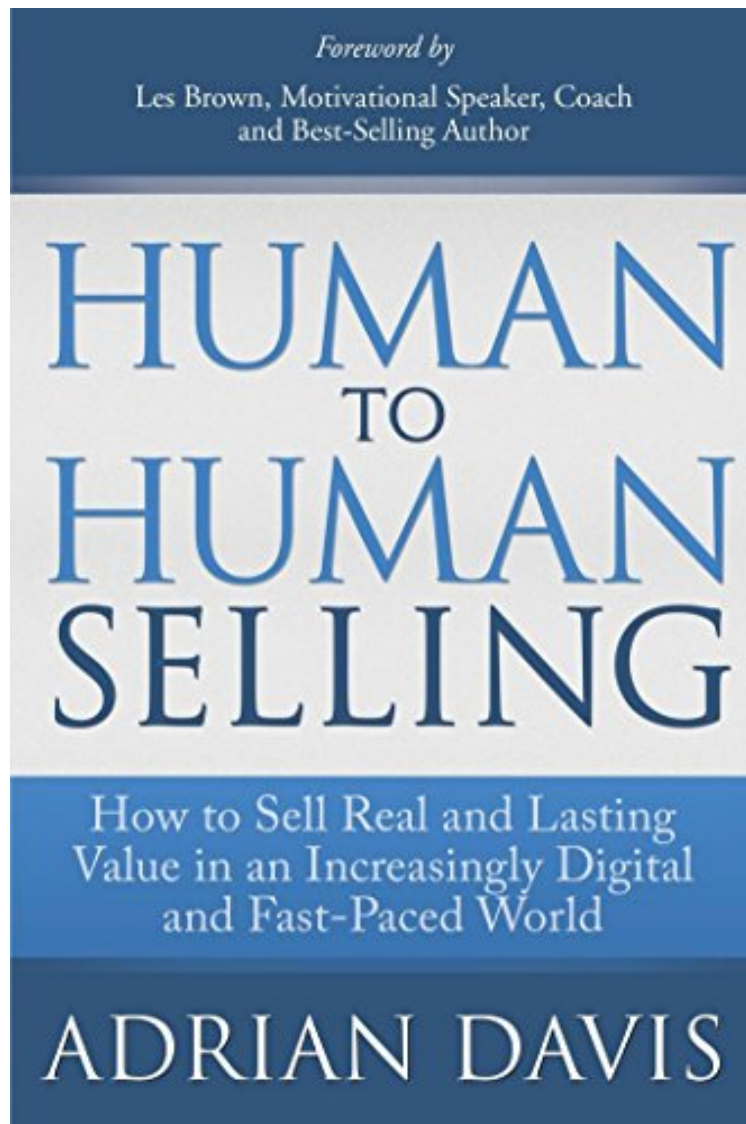


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Human to Human Selling: How to Sell Real and Lasting Value in an Increasingly Digital and Fast-Paced World

Adrian Davis

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In our increasingly digitized and fast-paced world, human relationships are often strained; sales relationships even more so. Sales professionals must navigate new challenges as they seek to develop meaningful relationships with buyers who are often elusive. Human To Human Selling will appeal to sales professionals and the people who manage them by showing how they can increase sales performance while simultaneously developing strategic relationships with their customers.