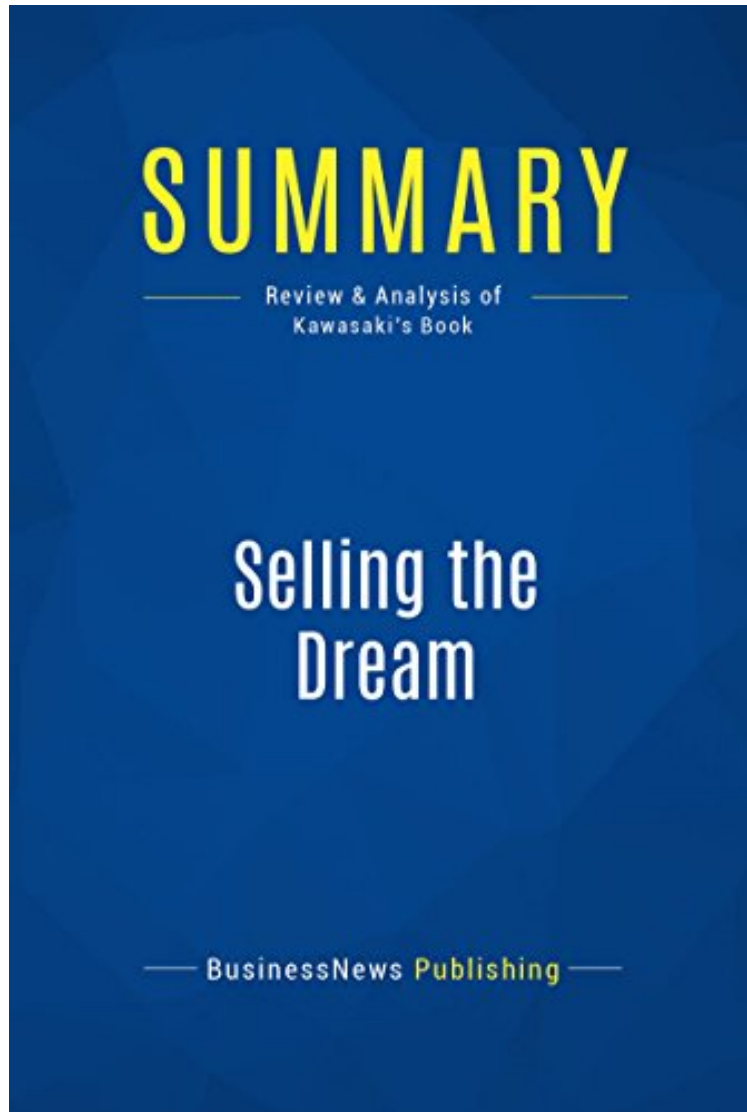


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The must-read summary of Guy Kawasaki's book: "Selling the Dream: How to Promote Your Product, Company or

Ideas Using Everyday Evangelism". This complete summary of the ideas from Guy Kawasaki's book "Selling the Dream" shows how evangelism combines passion and an almost religious strength zeal into the overall process of convincing other people to believe in a product or service as much as you do. In fact, evangelism is the ultimate sales technique, as you convert your offering from a consumer product to a community cause. In his book, the author explains how you can use this strategy to convince consumers to share your views and buy your products, making your sales process more of a conversion than a demonstration. This summary demonstrates how some of the most successful products have been sold this way and reveals a new approach to selling that promises great results. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Selling the Dream" and find out how you can evangelize your products and achieve great sales figures.