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[SELLING THE INVISIBLE is the first book to address the millions of people who work in America's service economy: proprietors, top executives, and sales and marketing professionals who sell the invisible i.e. services rather than products. ber den Autor und weitere Mitwirkende. Harry Beckwith graduated Phi Beta Kappa from Stanford University in 1972.](#)

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[Selling the Invisible is a perfect fit for any service-provider, marketer, economist, or student who wishes to learn the ropes of proper servicing. About Harry Beckwith. Harry Beckwith, is an award-winning marketer, and the creator of Beckwith Advertising and Marketing.](#)

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[Selling the Invisible is one of those books that makes you think about the basic things you encounter every day and for that it is invaluable. It is very easy to read and all the interesting little stories from author's experiences make is such an enjoyable read.](#)

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SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish.

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So, unlike the product-driven economy of just a generation ago, almost everyone is now selling service. And, says Beckwith, when it comes to marketing, the differences between products and services are oceanic. To help us bridge that gap he has written Selling the Invisible, and the book is superb.

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