



Summary : Swim with the Sharks Without Being Eaten Alive - Harvey Mackay: Outsell, Outmanage, Outmotivate and Outnegotiate Your Competition

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Complete summary of Harvey Mackay's book "Swim with the Sharks without Being Eaten Alive: Outsell, Outmanage, Outmotivate and Outnegotiate Your Competition'.

This summary of the ideas from Harvey Mackay's book "Swim with the Sharks without Being Eaten Alive" is based on a simple, but convincing, formula: Determination + Goal-Setting + Concentration = Success. In his book, the author acknowledges that the execution of this formula is more difficult, and requires perseverance, but shows that your chances of success are higher if you follow some logical strategies. This summary provides a crash course on the most vital business elements, such as management, negotiation and salesmanship and shows the reader how to set up value for a product, how to inject your own personality into business, and how to deal with the tough prospect.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Swim with the Sharks without Being Eaten Alive" and find out how to always come out on top.

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