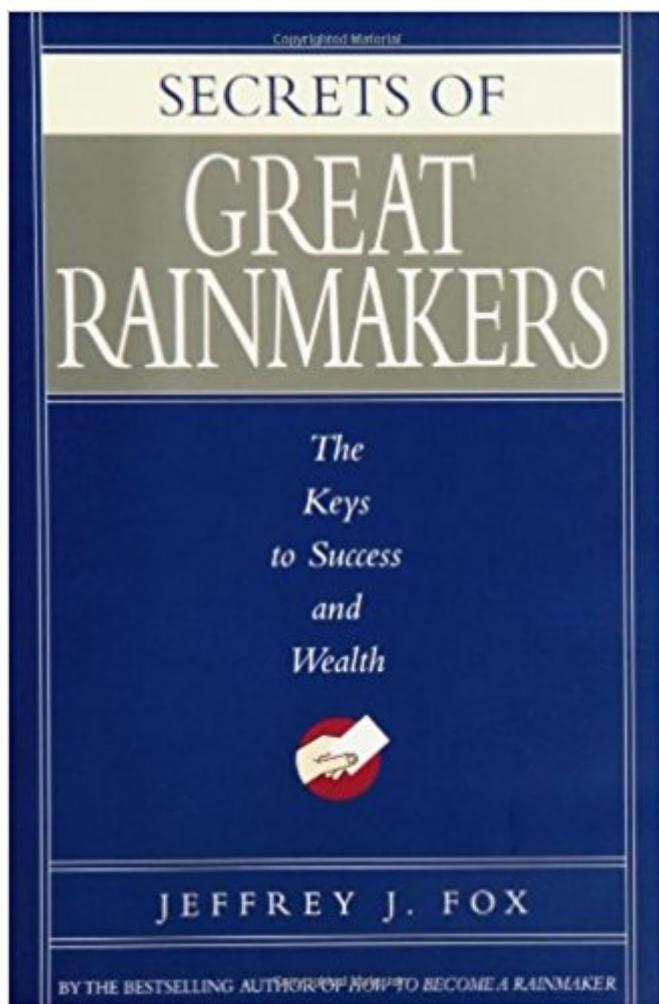


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# Secrets Of Great Rainmakers: The Keys To Success And Wealth



## **Synopsis**

In Secrets of Great Rainmakers, you'll learn how to outsmart the competition and set yourself apart from the pack. In over 50 interviews with industry leaders from a wide variety of fields, bestselling author Jeffrey J. Fox will share the proven techniques and hard-won wisdom that have helped great rainmakers get ahead, along with his trademark brand of counterintuitive insight and commentary that have made his books so popular.

## **Book Information**

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## **Customer Reviews**

"Simplicity in business books is a formidable virtue, something Jeffrey J. Fox understands"

Eurobusiness --This text refers to an out of print or unavailable edition of this title.

JEFFREY J. FOX is the founder of Fox & Co., Inc., a premier marketing consulting company, serving over sixty companies in sixty industries. Prior to starting Fox & Co., Mr. Fox. was VP of Marketing and Corporate VP of Loctite Corporation. He was also director of marketing for the wine division of Pillsbury, and held various senior marketing posts at Heublein, Inc., including Director of New Products. Fox is the winner of Sales and Marketing Management magazine's Outstanding Marketer Award; and the National Industrial Distributors Award as the Nation's Best Industrial Marketer. He is the subject of a Harvard Business School case study that is rated one of the top 100 case studies, and is thought to be the most widely taught marketing case in the world. Fox has been a guest lecturer at The Harvard Business School (from which he has an MBA), The Amos Tuck School, The Conference Board, and numerous other organizations. He has been featured in the

Wall Street Journal, Business Marketing, and numerous other publications, and he is a member of the Board of Trustees at Trinity College in Hartford, Connecticut. He works in Avon, CT, and lives in New Hampshire.

I bought this book to understand the conditions related to the economic crisis of 1991, and the liberalization reforms initiated since then. I was very happy and completely satisfied with my decision. The book covers multiple aspects of the crisis buildup and its immediate management. The most informative part of the book is the economic analysis of the crisis management in lucid and simple language. They present the mistakes inherent in blind following of the 'Washington Consensus'. The authors later go forward and ask whether the liberalization policies are meeting the priorities of the common man. The book is very balanced in the sense that it does not zealously adhere to the 'right' or the 'left'. The authors are able to cut through the calls of 'free markets' and 'swadeshi' and try to provide an economically viable vision. The book is slim and makes for an ideal reading. A bit of basic macro economic sense would be good, else access to Wikipedia and Google will be helpful for complete understanding. Having said that the authors try to write in as simple a language as possible. Anyone interested in current economic processes occurring in India will find it an invaluable resource. It will also be useful to people interested in economic policy development and civil servants (and aspirants.)

I bought this book based on how much I received from reading the first "Rainmaker" book. I found it to be a good read, focused on a lot of things that long-time sales professionals like myself need to be reminded of from time to time. Some readers may think this book is filled with a lot of little things, but it's the little things that separate good sales professionals from great ones. It's a fast read, focused and entertaining. I recommend it highly.

Love it!

love Jeffrey's direct language and easy to understand examples ... I'll keep reading this book for tips on building my game...thanks!!!

Another great book is 10 Laws of the Ultimate Rainmaker!

Full of very practical advice and applicable to anyone because the success factors outlined by Fox

are universally applicable to high performers in any role!

Loved it!

Mr. Fox's books are straight to the point. He doesn't spend a lot of time trying to help you decide if you want to be a Rainmaker, he just tells you how to do it. By learning to use killer questions and dollarize you can get what you want. I am not in sales directly, but have applied the techniques to move on in my career.

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