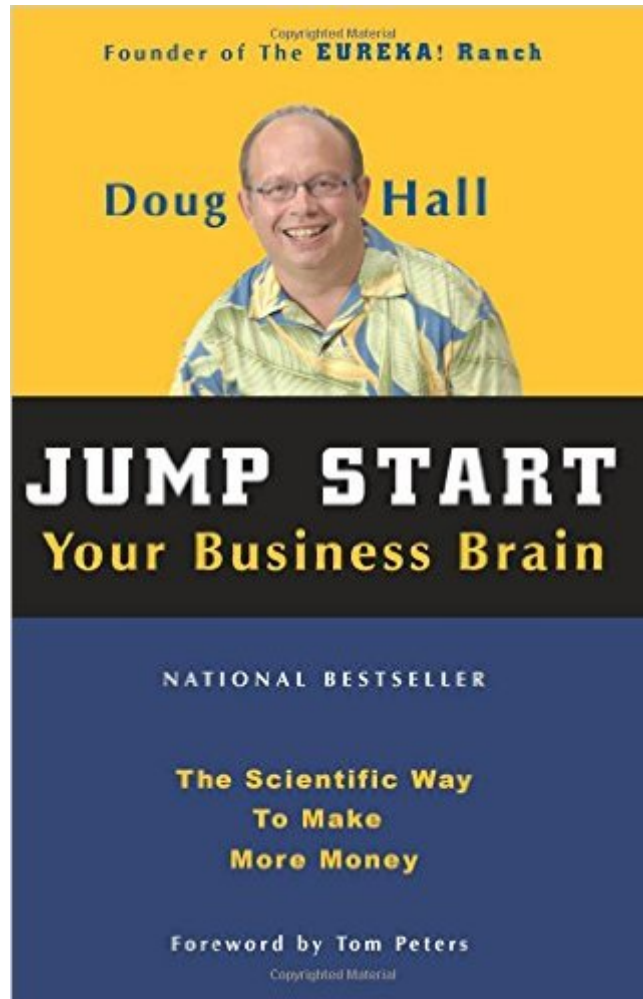


The book was found

Jump Start Your Business Brain: The Scientific Way To Make More Money



Synopsis

Doug Hall shares data-proven methods that can make sales, marketing, and business development measurably more effective.

Book Information

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Customer Reviews

Perhaps you have already read Hall's previous book, *Jump Start Your Brain* (1996) to which David Wecker was a contributor. Most of the core concepts introduced in that book are developed in much greater depth in this sequel. However, Hall makes a much greater effort to explain their direct relevance to achieving business success. He shares "good news" in the Introduction: "Business success is not random. There are patterns in the universe of business. There are reproducible scientific lessons and laws that, when applied with diligence, can help you win more, lose less, and make more money with your new products, services, sales, and advertising efforts." Contrary to Darwinists, Hall rejects the term survival, replacing it with "thriving" through the effective use of data-validated scientific laws. Although he states that small business owners are the "focal point" of his book, I believe that literally anyone can benefit from this book who needs to formulate better ideas within a competitive marketplace. These new ideas need not be limited to "new products, services, sales, and advertising efforts." On the contrary, they could also help substantially to improve the cycle time and first-pass yield of a process to produce new products and services, to increase both sales and profits, and to maximize the impact of marketing (i.e. creating demand for) whatever is offered for sale. In addition, effective application of "reproducible scientific lessons and

laws" can generate new ideas which help a company to strengthen its relationships with customers, vendors, and strategic allies as well as with its own employees or "associates," as they are called at companies such as Wal-Mart and JCPenney.

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