



# Selling the Invisible: A Field Guide to Modern Marketing

*Harry Beckwith*

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# Selling the Invisible: A Field Guide to Modern Marketing

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Begins with the core problem of service marketing; service quality and suggests how to learn what you must improve, with examples of what works. Covers service marketing fundamentals; defining what business you really are in and what people really are buying, positioning your service, understanding customers and buying behaviour, and communicating.

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