



The Greatest Business in the World

By J. C. Aspley

Cosimo Classics. Paperback. Condition: New. 68 pages. Dimensions: 7.7in. x 4.9in. x 0.4in. Never before in the history of the world has any group of men held the opportunity to serve their communities and to serve their countries as is offered to the successful salesmen of today. -from IV: Civic Leadership What is the greatest business in the world Why, it is the business of being a salesman. Or so proclaims J. C. Aspley, an enthusiastic booster of the calling, in this gung-ho 1927 preachment designed to ensure that all potential converts to the faith understand the hard work, self-denial, and sacrifice required by the salesman if he has any hope of meaningful success. Illustrated with telling parables-like the one about the salesman who ascended to the presidency of his company. . . and his fellow salesman, who didnt-Aspley explains the importance of self-management and the truth about competition, warns against the great danger all salesmen face, and more. This little book, akin to a corporate revival meeting, will tickle collectors of business ephemera. J. C. ASPLEY was editor of Sales Management Magazine and author of How to Sell Quality and Closing the Sale. This item ships from multiple locations. Your...



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