



Step Into the Spotlight!- 'Cause ALL Business is Show Business!

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Step Into the Spotlight!- 'Cause ALL Business is Show Business! TSUFIT

A guide to getting noticed! The major challenge facing a business today is standing out from the crowd, getting noticed in a noisy overcrowded marketplace. This book offers a fun, fresh approach to attracting the spotlight. Branding, positioning, public speaking, publicity & writing & performing a 30 second infomercial are all covered from the perspective that All Business is Show Business. Bursting with stories, this book is an engaging easy read.

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