

Akquise und Gewinnen von Kunden

6 Buchempfehlungen für Agenturen, Trainer und Berater

Jeffrey J. Fox

How to Become a Rainmaker: The Rules for Getting and Keeping Customers and Clients
Vermilion, 2001

Jill Konrath

Selling to Big Companies
Kaplan Publishing 2006

Jay Conrad Levinson

Guerilla Marketing
Houghton Mifflin, 1998

David H. Maister

True Professionalism
Touchstone, 2000

Tom Peters

The Professional Service Firm 50 (*English*)
Alfred A. Knopf and Excel/A California, 1999
Der perfekte Dienstleister (Deutsch)
Econ 2001

Michael Port

Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even If You Hate Marketing and Selling
Wiley & Sons, 2006