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by Jane Pollak. Harry Beckwith. Wednesday, October 4, 2006 . The Service Provider s Best Friend: Selling the Invisible: A Field Guide to Modern Marketing

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Reviewer:Joel Klebanoff: Joel Klebanoff, is a copywriter and marketing communications consultant specializing in the information technology industry.

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It's unfortunate that the author, founder of Minneapolis's Beckwith Advertising and Marketing, and his editor didn't spend more time on this book, intended to help

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