



# **Summary : Sales Growth - Thomas Baumgartner Hodayoun Hatami Jon Vander Ark: Five Proven Strategies From the World's Sales Leaders**

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**Complete summary of Thomas Baumgartner, Homayoun Hatami and Jon Vandre Ark's book: "Sales Growth: Five Proven Strategies from the World's Sales Leaders".**

This summary of the ideas from Thomas Baumgartner, Homayoun Hatami and Jon Vandre Ark's book "Sales Growth" highlights that today's market place clearly requires companies to be very good at selling. In their book, the authors explain that the leading U.S. and European companies would create greater value if they focused more on creating sales growth rather than achieving productivity improvements or greater operational efficiency. This summary will teach you the importance of sales and how they are the key to success.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "Sales Growth" and discover why you should start focusing your energy on increasing sales!**

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