

## SELLING THE INVISIBLE BY HARRY BECKWITH%0A

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[Loy Machado's Book Review Selling the Invisible by Harry Beckwith](#) Harry Beckwith is a Phi Beta Kappa graduate from Stanford University, the author of books which have sold over 1.2 Million Copies in 24 languages and among the World's Five Best Speakers on Sales and Marketing as per a 2009 Poll of 13,000.

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Harry Beckwith vermittelt in seinem Buch *Selling the Invisible: A Field Guide to Modern Marketing* wie man Services verkauft. Sein Kernthese ist, das Kunden von Dienstleistungen primär nicht an Eigenschaften und Features interessiert sind sondern an Beziehungen.

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Beckwith provides an excellent forum for thinking differently about the nature of services and how they can

be effectively marketed. If you're at all involved in marketing or sales, then *Selling the Invisible* is definitely worth a look. This text refers to an out of print or unavailable edition of this title.

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**Harry Beckwith (Author of Selling the Invisible)**

Harry Beckwith heads Beckwith Partners, a marketing firm that advises twenty-three Fortune 200 clients and dozens of venture-capitalized start-ups on branding and positioning.

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