

L'UOMO SULLA SEDIA, UN EVERGREEN

Riproponiamo la famosa campagna McGraw Hill, una descrizione fulminante sulla vera sfida a chi vuole vendere.

rev. 01 – Gennaio 2015



*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"*

MORAL: Sales start **before** your salesman calls—with business publication advertising.

McGRAW-HILL MAGAZINES
BUSINESS • PROFESSIONAL • TECHNICAL