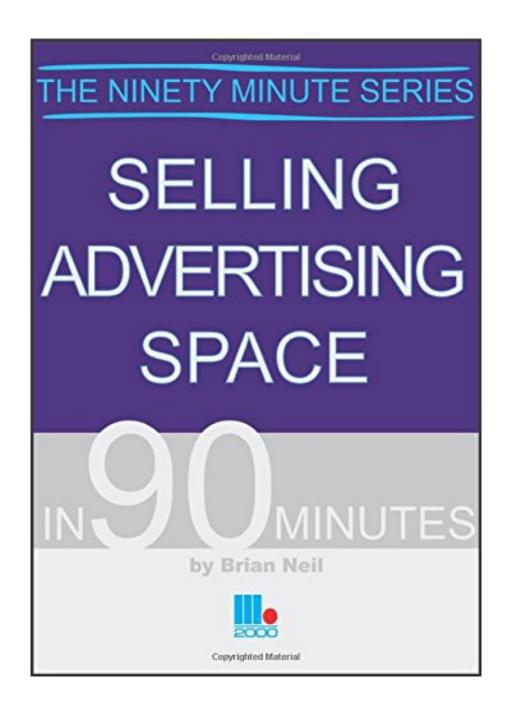


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"Should be compulsory reading... I'd buy a copy for every media sales manager I know and every salesperson." Annie Swift, CEO, Institute of Sales Promotion

About the Author

Brian Neil has over twenty-five years experience in the magazine publishing industry. In 2000, he joined Centaur Media plc as Head of Learning and Development. He is a professional trainer, a member of the British Psychological Society and the Chartered Institute of Personnel and Development and regularly writes and delivers sales and management training modules.

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