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Oversubscribed

By Daniel Priestley

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Oversubscribed, Daniel Priestley, Don't fight for customers, let them fight over you! Have you ever queued for a restaurant? Pre-ordered something months in advance? Fought for tickets that sell out in a day? Had a hairdresser with a six-month waiting list? There are people who don't chase clients, clients chase them. In a world of endless choices, why does this happen? Why do people queue up? Why do they pay more? Why will they book months in advance? Why are these people and products in such high demand? And how can you get a slice of that action? In Oversubscribed, entrepreneur and bestselling author Daniel Priestley explains why and, most importantly, how. This book is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money. Oversubscribed: * Shows leaders, marketers, and entrepreneurs how they can get customers queuing up to use their services and products while competitors are forced to fight for business * Explains how to become oversubscribed, even in a crowded marketplace * Is full of practical tips alongside inspiring examples to alter...



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