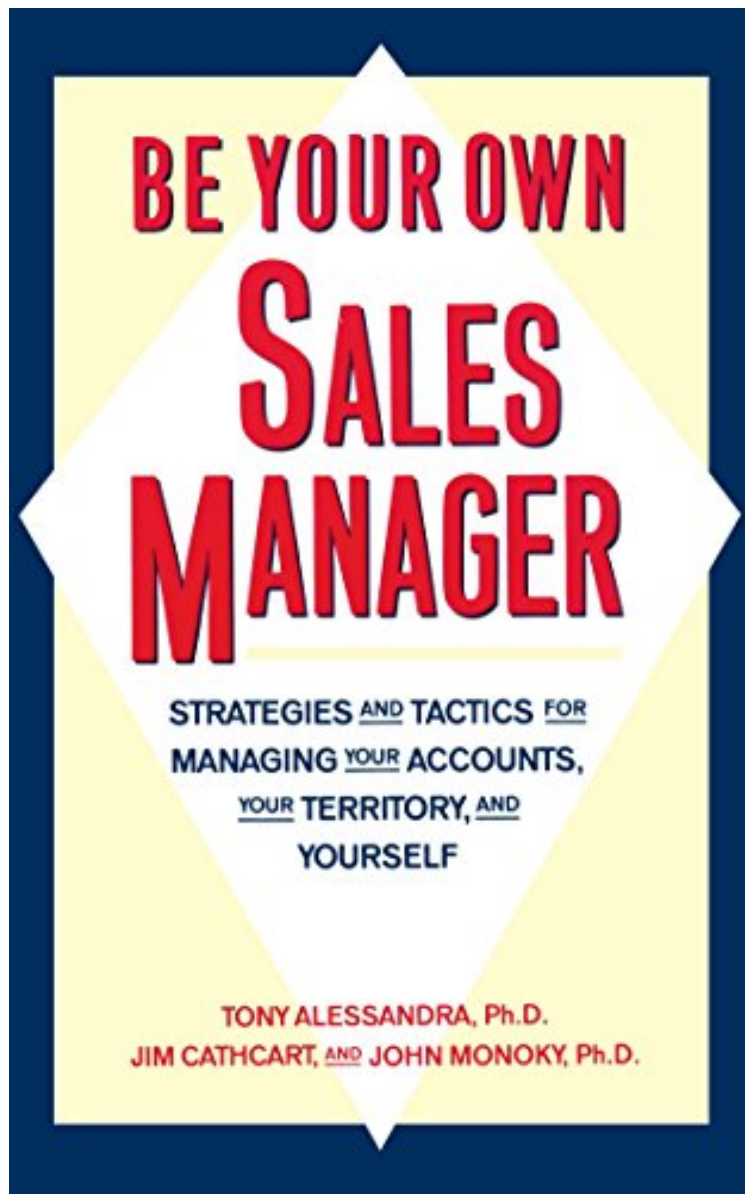


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## Be Your Own Sales Manager: Strategies And Tactics For Managing Your Accounts, Your Territory, And Yourself

*Tony Alessandra, Jim Cathcart, John Monoky*  
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Be Your Own Sales Manager puts the most up-to-date management techniques at your fingertips, offering smart strategies designed to give you a competitive edge. In today's fast-moving, fiercely competitive markets, sales is more than a job, it is a career, a profession requiring special knowledge and specific skills. You have to be your own boss, take on the responsibilities and reap the rewards of sales management.

About the Author Dr. Tony Alessandra helps companies build customers, relationships, and the bottom-line, and shows them how to achieve market dominance through specific strategies designed to outmarket, outsell, and outservice the competition. Dr. Alessandra is president of Online Assessments, (OnlineAC.com) a company that offers online assessments and tests; co-founder of MentorU.com, an online e-learning company; and Chairman of the Board of BrainX, a company that offers online digital accelerated-learning programs. He is a widely published author and was recognized by Meetings Conventions Magazine as "one of America's most electrifying speakers"; Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985 and is a member of the Speakers Roundtable, a group of 20 of the world's top professional speakers.