



## Buyers Intervention: Marketing, Analytics, Big Data .and Your Wallet (Paperback)

By Peter Drew

Createspace, United States, 2014. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.You always hear how important it is to be educated so you can earn a good living. In Buyers Intervention a veteran sales professional shares from experience why he believes so many people who actually achieve this goal, end up seemingly quite uneducated when it comes to spending their hard earned cash. Working in the framework of a well-known theory of the actual process of how we learn, you will see the following important truths that have probably eluded you since you spent your first nickel: 1) That you actually learned much about how to spend starting at a very young age from the very ones who benefit from your purchases. 2) Technology has made the marketing machine more powerful than ever and yet people remain completely unaware of its white noise running in the background of their lives every day, influencing why, how and what they buy. 3) A new way to think and move forward to the someday you really want for you and your legacy. Peter Drew, founder of Buyers Intervention.



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