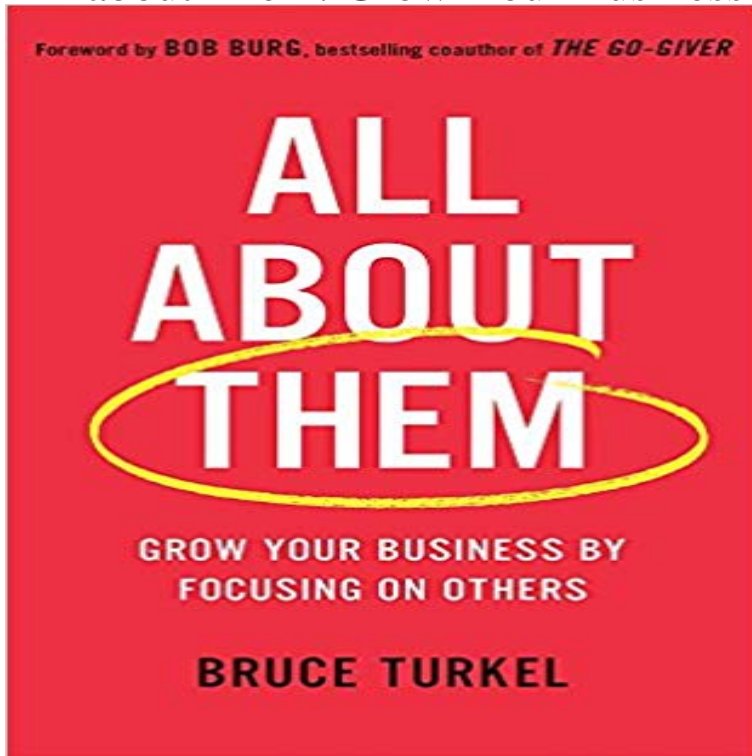


## All about Them: Grow Your Business by Focusing on Others



The best companies and most successful salespeople live by a three-word mantra?its all about them?because when they relentlessly focus their brand on their customers instead of themselves, their businesses flourish. All about Them shows readers how to use this simple but extremely powerful influencing technique. Bruce Turkel, who has advised some of the worlds greatest companies, including American Express and Bacardi, lays the groundwork by relating his personal journey of discovery to the All about Them principle. He goes on to explore our technology-driven, hyper- connected culture; the power of storytelling (and story-selling); brand authenticity and transparency; and more.

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