



Why Should Anyone Buy from You?: Earn customer trust to drive business success (Financial Times Series)

Justin Basini

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HOW TO WIN TRUST AND INFLUENCE CUSTOMERS

This revealing book shows how the only reliable route to sustainable business growth and profit is to build trust in your company.

Justin Basini presents an array of surprising insights based on his in-depth research and on exclusive interviews with business leaders. He takes a practical approach that will help you assess the level of trust in your business – and help you improve it, offering achievable solutions as well as new frameworks, insights and approaches to marketing.

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