



The Art of Business Seduction: A 30-Day Plan to Get Noticed, Get Promoted and Get Ahead

Mark Jeffries

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These days, more than ever, you need an edge to win the job, the sale, or the contract that you want. And once you have it, keeping it is part of the job. You're always selling yourself, getting re-hired everyday with everything you do and say.

The Art of Business Seduction elevates your game by allowing you to recognize what's essential in getting noticed for the right reasons and by the right people. You'll get powerful tools you can use immediately, including

- A Strategic Communication plan
- The no-fail, four-step L-WAR process (Listen, Watch, Anticipate, React)
- Real-life exercises you can implement over thirty consecutive days that will then become a winning part of your routine and lifestyle

Your secret weapon in today's business struggle, *The Art of Business Seduction* peels away the hype to give you the unadorned facts on what will drive your continued, consistent success.



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