



How to Sell Yourself

By Joe Girard, Robert Casemore

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No matter what field one may be in, there is a need to market oneself, and Girard, bestselling author of "How to Sell Anything to Anybody," reveals important sales secrets for everyday life.

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Editorial Review

Review

"One of the best books in this field...it will become a classic in the success literature of our time." --- Dr. Norman Vincent Peale, author of *The Power of Positive Thinking*

About the Author

Joe Girard lives in Gross Pointe Shores, Michigan.

From [AudioFile](#)

Unfortunately, the upbeat title of this audiobook is not supported by its content and performance. Co-author Joe Girard's delivery is slow and labored, wandering over the prosaic, philosophical terrain without much new insight. This self-help program would benefit from a more energetic reader practiced at the get-up-and-go of the '90's. Since the original was published in 1979, it's possible that the material contributes to the feeling of déjà vu. Without the book, it's hard to say if the audio adaptation has cheated the book of its punch. But the practical suggestions for selling oneself are too few, and they're not very motivating or inspiring. E.F.A. (c)AudioFile, Portland, Maine

Users Review

From reader reviews:

Hester Crutchfield:

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