Book Review 1 The New Science of Selling and Persuasion: How Smart Companies and Great Salespeople Sell by William T. Brooks

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Available at: https://works.bepress.com/william_mcpeck/26/

**Don't Judge This Book By It's Title,** November 21, 2004, Rating: 4 Stars

This is one of those books where the expression, "Don't judge a book by its cover" applies. As a new student of selling, between the title and the jacket description, I thought this would be a good back to have. Unfortunately for me, the emphasis of the book was on sales management, not selling. So if you are looking to either learn to sell or improve your sales technique, I would recommend you only borrow a copy of this book from a library and read the two chapters applicable to selling. However, based on my knowledge of today's management literature, if you are either a sales manager or want to become one, I would strongly recommend you purchase, read and use the information contained in this book. The book is an easy read, contains a lot of good management related information and its lists, truths and sales management audit forms alone are worth the price of the book.