



Bag the Elephant: How to Win Keep Big Customers

By Steve Kaplan

Workman Publishing. Paperback. Book Condition: New. Paperback. 188 pages. Dimensions: 9.0in. x 6.4in. x 0.6in. Now available in paperback, Steve Kaplan's *Bag the Elephant*, is the New York Times, Wall Street Journal, USA Today, and Business Week bestseller that has received praise from around the business community: Steve Kaplan's elephant strategy is right on the money, as long as you're willing to roll up your sleeves and go to work. Daniel M. Snyder, Owner, Chairman of the Board, The Washington Redskins. Kaplan shows you how to think BIG, act BIG, and win BIG. Jeffrey Gitomer, author of *The Little Red Book of Selling*. A terrific read! From now on, when I think about building business and sales, there's no way I'll ever forget the Elephant. Harvey Mackay, author of *Swim with the Sharks Without Being Eaten Alive*. *Bag the Elephant* is all about how smart businesspeople can woo and keep those all-important elephants—the big, make-or-break customers. Like its companion, the New York Times bestseller *Be the Elephant*, it is filled with dynamic advice and real-life examples, delivered in an energetic, straight-shooting fashion that gets right to the core of its powerful idea how to land the account that will put you over...



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