

A vintage biplane is shown in flight, angled upwards from the bottom left towards the top right. The sky is filled with large, billowing white clouds. The overall color palette is muted, with sepia and olive tones.

From The Trenches

LEADERSHIP LESSONS FROM THE
BUSINESS TECHNOLOGY TRENCHES

The Most Powerful Weapon In Your Marketing Arsenal

David Greusel



The Most Powerful Weapon In Your Marketing Arsenal:

The Most Powerful Weapon in Your Marketing Arsenal Jeffrey Josephson, 2005-10-01 Cold calling is the fastest and most cost effective way to find qualified prospects and generate new sales This handbook teaches you everything you need to know to be successful in B2B lead generation

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