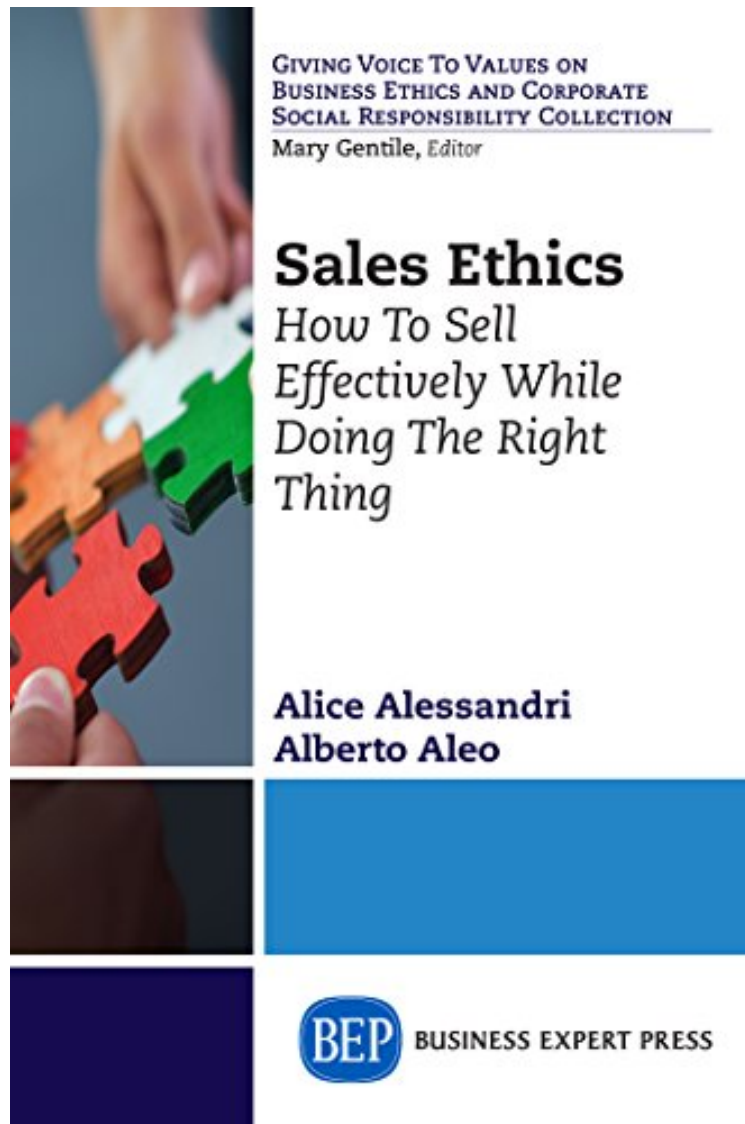


Sales Ethics: How To Sell Effectively While Doing the Right Thing

Alberto Aleo, Alice Alessandri

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Alberto Aleo, Alice Alessandri : Sales Ethics: How To Sell Effectively While Doing the Right Thing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sales Ethics: How To Sell Effectively While Doing the Right Thing:

Do ethics pay? In an attempt to answer this question, the authors analyze the economic theories that might rehabilitate ethics in the world of sales and turn them into an effective tool for conducting negotiations. This book proposes a bottom-up approach that starts from an analysis of sales activities to build a business style that, if adopted

by an entire organization, can make the difference thus enhancing the company's success. Italian culture provides a backdrop to the book; the authors reinterpret the particular nature of the country's economic and social fabric and integrate this into an approach to business that can create authentic relationships, shared prosperity and quality of life across other cultures. Sale Ethics stimulates the development of a self-entrepreneurial mind-set that is useful in any field, and provides a simple and effective method of capitalizing on your own talents while respecting others and at the same time garnering the rewards of ethical behavior.

About the Author
Co-founder of Passodue, a consulting and training agency for sales management, marketing and leadership, Italy