



# **Little Platinum Book of Cha-Ching: 32.5 Strategies to Ring Your Own (Cash) Register in Business and Personal Success (Jeffrey Gitomer's Little Books)**

*Jeffrey Gitomer*

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Following in the bestselling footsteps of **Little Red Book of Sales Answers**, **Little Gold Book of YES! Attitude** and **Little Green Book of Getting Your Way**, Jeffrey Gitomer's **Little Platinum Book of Cha-Ching** delves into the 32.5 strategies to build business and personal success. As a best-selling author and the world's #1 expert of selling, Jeffrey Gitomer knows a thing or two about success. Here he has compiled some of his proven principles for success and shows readers how to apply these to their lives. While these techniques are most readily applied to sales, the skills that Jeffrey teaches go far beyond that: they are the skills needed to thrive in one's career and life. And when the reader has mastered the principles, Jeffrey goes one step further and challenges the reader not just to do what they say, but to "live" the principles. He offers simple steps to put (and keep) them in practice in every aspect of life.

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