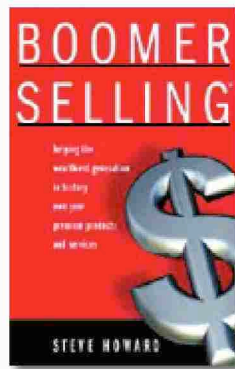


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Boomer Selling

Author: Steve Howard

Publisher: Action Press

Price: \$12.44

In a nutshell: To succeed, companies must sell more high-margin products and services to those who can afford them, and boomers control more than half of all discretionary spending.

