



Successful Telemarketing

Bob Stone, John Wyman

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The all-new second edition of this marketing bestseller will keep your business up to speed with rapid changes that are transforming the use of telemarketing. Whether you're starting or strengthening your programs, Stone & Wyman show you the latest techniques to cut costs and increase sales and profits.

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"This book, like telemarketing itself, represents a giant step forward in the development and expansion of our knowledge of this essential sales and marketing tool. Stone and Wyman make the techniques and many applications of telemarketing come alive." -- Dr. Eugene Johnson Professor of Marketing, University of Rhode Island

"I found the new edition of *Successful Telemarketing* very informative, well written and to the point. I highly recommend it." -- Nadji Tehrani President/ Publisher, *Telemarketing*



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