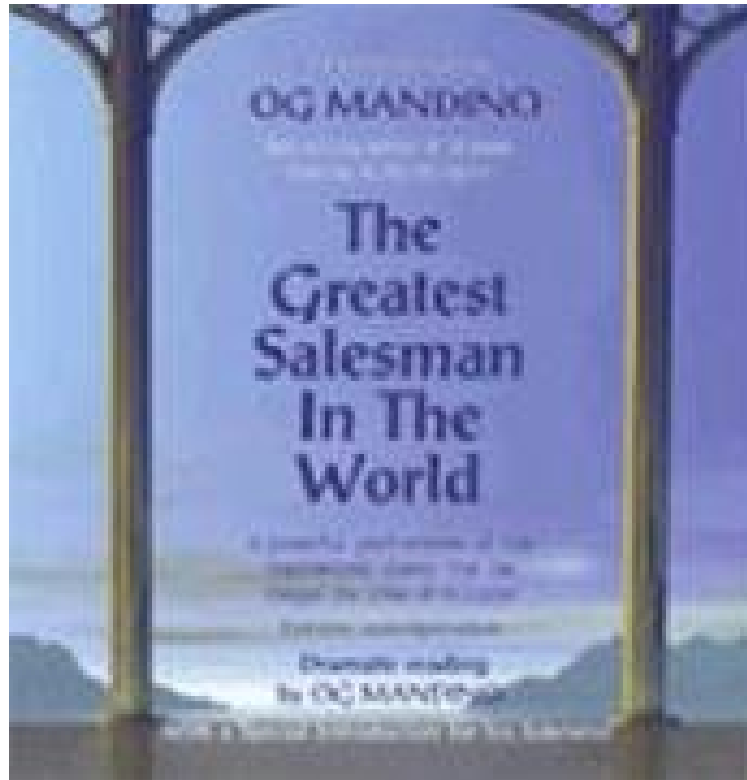


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The Greatest Salesman in the World (Master bridge series)

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This book is an illustrated version of The Greatest Salesman in the World. This title illuminates fundamental principles that everyone can put into daily use for a lifetime. The most popular motivational book ever written selling over 14 million copies.

.com The Greatest Salesman in the World is a tiny book, and it is a treasure. First published in 1968, Og Mandino's classic remains an invaluable guide to a philosophy of salesmanship. Mandino's clear, simple writing style supports his purpose: to make the principles of sales known to a wide audience. A parable set in the time just prior to Christianity, The Greatest Salesman in the World weaves mythology with spirituality into a much needed message of inspiration in this culture of self-promotion. Mandino believes that to be a good salesperson, you must believe in yourself and the work you are doing. It is a simple but profound spiritual philosophy about how to succeed in the world's marketplace, easily understood and easy to take to heart. --Jodie Buller The Greatest Salesman in the World is one of the most inspiring, uplifting, and motivating books I have ever read. I can well understand why it has had such a splendid acceptance. Norman Vincent Peale At last! A book on sales and salesmanship that can be read and enjoyed by veteran and recruit alike! I have just completed The Greatest Salesman in the World for the second time it was too good for just one reading and in all sincerity, I say that it is the most readable, most constructive and most useful instrument for the teaching of sales as a profession that I have ever read. F.W. Errigo, Manager, U. S. Sales Trainer at Parke, Davis Company I have read almost every book that has ever been written on salesmanship, but I think Og Mandino has captured all of them in The Greatest Salesman in the World. No one who follows these principles will ever fail as a salesman, and no one will ever be truly great without them; but, the author has done more than present the principles he has woven them into the fabric of one of the most fascinating stories I have ever read. Paul J. Meyer, President of Success Motivation Institute, Inc. Every sales manager should read The Greatest Salesman in the World. It is a book to keep at the bedside, or on the living room table a book to dip into as needed, to browse in now and then, to enjoy in small stimulating portions. It is a book for the hours and for the years, a book to turn to over and over again, as to a friend, a book of moral, spiritual and ethical guidance, an unfailing source of comfort and inspiration. Lester J. Bradshaw, Jr., Former Dean, Dale Carnegie Institute of Effective Speaking Human Relations I was overwhelmed by The Greatest Salesman in the World. It is, without doubt, the greatest and the most touching story I have ever read. It is so good that there are two musts that I would attach to it: First, you must not lay it down until you have finished it; and secondly, every individual who sells anything, and that includes us all, must read it. Robert B. Hensley, President, Life Insurance Co. of Kentucky Og Mandino provocatively prods your attention into fascination as he masterfully relates his story. The Greatest Salesman in the World is a book with emotional appeal for millions. Roy Garn, Executive Director, Emotional Appeal Institute There are very few men who have the writing talent with which Og Mandino has been blessed. The thoughts contained in this book symbolize the importance of selling to the entire world's existence. Sol Polk, President, Polk Bros., Inc. I have just finished the uninterrupted reading of The Greatest Salesman in the World. The plot is original and ingenious. The style is interesting and fascinating. The message is moving and inspiring. Everyone of us is a salesman, no matter what his occupation or profession. Most of all, first he must sell himself to himself in order to find personal happiness and peace of mind. This book, if carefully read, absorbed and heeded, can help every one of us to be his best salesman. Dr. Louis Binstock, Rabbi, Temple Shalom, Chicago I like the story . . . I like the style . . . I like the book. Every salesman and members of his family should read it. W. Clement Stone, President, Combined Insurance Co. of America In my opinion, The Greatest Salesman in the World by Og Mandino will become a classic. I have published hundreds of books over the years but Og Mandino's powerful message found a place in my innermost being. I am proud to be the publisher of this book. Frederick V. Fell From the Publisher What you are today is not important... for in this runaway bestseller you will learn how to change your life by applying the secrets you are about to discover in the ancient scrolls.