



Social Upheaval: How to Win @ Social Selling

John Golden

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John Golden, best selling author of "Winning the Battle for Sales" presents "Social Upheaval: How to Win At Social Selling" to explain how every B2B salesperson can add social selling methods to their toolkits, and why it is so important that they do so without delay. Using social media to sell is all about communicating value quickly and concisely. Any book on the subject should do the same, and "Social Upheaval: How to Win at Social Selling" does exactly that. A short, easy-to-read treatise that delivers practical advice and tactics to successfully leverage this new frontier of selling, Social Upheaval is provocative, entertaining and above all immediately useful.

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