

# Swim with the Sharks...Without Being Eaten Alive

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Discusses effective hiring, defeating any objection, the difference between salesmen and entrepreneurs, advertising, cash incentives, and includes the Mackay 66 customer profile program

"Harvey has a knack for expressing some very profound and important notions in an amusing and interesting way. Serious students of management and leadership can learn a lot by studying this book."

Harvey Golub

President and CEO, IDS Financial Services, Inc.

Success can be yours with this straight-from-the-hip handbook by self-made Minnesota millionaire Harvey Mackay. This one-of-a-kind book by a business man who has been there, can show you how to get there too. You will learn to: Outsell, Outmanage,

Outmotivate, and Outnegotiate your competitors with sure-fire action-oriented techniques and advice.

Harvey Mackay is a bestselling author whose books include the mega-selling

Swim with the Sharks Without Being Eaten Alive; and a nationally syndicated columnist,

whose weekly business advice appears in fifty newspapers around the United States. He is

an active corporate CEO and a prominent civic leader. He and his family live in

Minneapolis.

Other Books

The Mackay MBA of Selling in the Real World. Harvey Mackay is a legend-and now he's

back with the sum total of decades of sales know-how, teaching go-getters how to make

the sale and hit the numbers, day in and day out. His advice is rooted in road-tested, real-

world experiences and include new tips on the Web, LinkedIn and Facebook. As a lifelong

student of the sales game, Mackay has spent decades collecting secrets, wisdom, and

anecdotes. He features his Mackay Morals-life lessons such as:

· Big shots are just little

shots who kept shooting. · Helping someone up won't pull you down-and could very easily

pull them to your side. · Be like the turtle: If he didn't stick his neck out, he wouldn't get

anywhere at all. There is no one better to show you how to be a high-energy, determined,

creative sales dynamo than Harvey Mackay.

Harvey Mackay is a legend-and now he's back with the sum total of decades of

sales know-how, teaching go-getters how to make the sale and hit the numbers, day in

and day out."