



Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success

Michael L. Gruenberg

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Both sides of the negotiating table are represented in this practical and much needed guide by Michael L. Gruenberg, a veteran of the electronic information field. With more than 30 years selling information to a wide variety of libraries, Gruenberg's time-tested tips, techniques, and strategies will be welcomed by information professionals and sales professionals alike.

The author's personal stories are geared to helping librarians and salespeople understand what the "other guy" is grappling with in order to achieve the best possible outcome for everyone with special attention paid to the needs and interests of the end-user public. The insights and knowledge presented in *Buying and Selling Information* shed light on the importance of relationships, some harsh realities of the business world, and the "music" of the sales experience.

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