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21 Business and Marketing Lessons from a Prostitute: Seductive Street Secrets from the World's Oldest Profession to Improve Your Results in Any Business

By Leon Jay

Createspace, United States, 2013. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book ***** Print on Demand *****.21 Business and marketing lessons is inspired by the streets of Pattaya, one of the world's largest red light districts. People are either fascinated, excited or repulsed by the concept of prostitution, especially when it comes to extreme places like Pattaya. Once you get passed any initial judgement or emotional reaction there is actually a lot to learn. As an international author and speaker on the topic of business, Leon was invited to speak at event held in this notorious red-light area. Most people are shocked or amazed by this city. As a business man, and a lifetime student of business, Leon however became obsessed by one question. How does the world's oldest profession compete in the world's most competitive environment? (The supply way outstrips demand in Pattaya.) Throughout this book Leon will take you on a journey that is fascinating, educational and humorous. Never has learning the principles of business been quite so intriguing. Pattaya may not at first sight appear like a business university. But ask the right questions, invest the time to...



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