



Financial Times Guide to Business Development: How to Win Profitable Customers and Clients (The FT Guides)

Ian Cooper

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“The Financial Times Guide to Business Development is inspirational. It is easy to read, hard to put down and there are absolute gems on every page. Read it and get fired up.”

Jonathan Straight, Chief Executive of Straight plc, Ernst and Young Entrepreneur of the Year 2006

“Ian’s insights into how business is getting it wrong, act as a powerful catalyst to help businesses of all sizes improve and develop in a tough climate.”

Len Tingle, BBC Political Editor, Yorkshire, veteran BBC broadcaster and writer on business issues.

“... an interesting and insightful book that breaks down ‘what good businesses do’, in a format that is easy to understand. A really good read.”

Gary Brook, Head of Corporate Communication, Leeds Building Society

“This is a game changer for any business wishing to grow and develop.”

Viv Williams, CEO, 360 Legal Group

“If you have a business that needs a boost, then it shows how anyone can become a ninja at business development.”

Heather Townsend, author of *The Financial Times Guide To Business Networking*

What do we have to do to be more successful?

How do we attract new customers and clients?

How do we work more effectively with the customers or clients we already have?

How do we generate more profit?

By the time you have read and digested the 650+ tips, tools, techniques and strategic questions in this book you will have the answers to all of these questions. You will also know what to do to get bigger and better results.

“I am 100% confident that you will find the book engaging, provocative and informative and that, if you follow the steps, you will automatically experience massive improvements in your business development results.” – **Ian Cooper**

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Richard Perkins:

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