

"No one better illuminates the who, where, and how of the affluent market than Tom Stanley."

—J. Arthur Urciuoli,

Director of Marketing, Merrill Lynch

SELLING TO THE *Affluent*



- **TARGETING AFFLUENT PROSPECTS**
- **UNIQUE STRATEGIES FOR OPENING DOORS**
- **HOW THE AFFLUENT MAKE DECISIONS**
- **SELLING TO SUPER ACHIEVERS**

DR. THOMAS J. STANLEY

by the Author of The New York Times Bestseller
THE MILLIONAIRE NEXT DOOR

Selling To The Affluent

Lauren Gardner



Selling To The Affluent:

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