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Books by Perry Marshall (Author of 80/20 Sales and Marketing)

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80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More [Perry Marshall, Richard Koch] on Amazon.com. *FREE* shipping on qualifying offers. Stop "Just Getting By" ... Master The 80/20 Principle And Make More Money Without More Work. When you know how to walk into any situation and see the 80/20's

80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More is my continued exploration into the 80/20 principle also known as Pareto's Principle. 80/20 Sales and Marketing is written by Perry Marshall who also wrote the Ultimate Guide to Google Adwords .

Perry Marshall's earlier products include The Definitive Guide to Google

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The 80/20 of Sales & Marketing: How to Work Less and Earn More

Bestselling author and AdWords guru Perry Marshall spent the last 10 years exploring 80/20 on a level no one else has. And he's come away with powerful new insights into how to apply 80/20 that have turbocharged his success and the success of many of his clients.

Perry Marshall is the Gene Schwartz of the 21st century. Schwartz's book,

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Perry Marshall, author of the #1 selling book on Google AdWords, joined by Facebook Advertising specialists Keith Krance and Thomas Meloche, lift the curtain to the more than a billion potential customers, by marketing on Facebook. This Facebook Guide will bring you more Facebook Fans quickly and reliably.

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