

Deaver Brown & Audiobook - eBook Digital Card Case: A Sales & Entrepreneurship Case



Here is the story of Deaver Brown and Simply Magazine facing two critical sales presentations to move forward the company. Created by serial entrepreneur Deaver Brown, this audio contains key background information and analysis, plus 16 crucial questions for students to review to make their work more productive and meaningful. This is one of the few pure sales cases offered in business and MBA programs. Versions of this story are contained in Babson, Texas, Stanford, and Harvard case studies. All are immensely popular in classrooms because they deal with the nitty-gritty of costs, operations, and sales. Brown has 10 minutes to sell to Walmart.com and Target.com. Its show time for the entrepreneurs, as it would later be for Bill Gates trying to sell IBM on DOS. See the related Sales & Entrepreneurship Case, Deaver Brown & Cross River, about selling the Umbroller Stroller in 10-minute presentations to Kmart, the Walmart of its day, and Macys.

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to move forward the company. Created by serial entrepreneur Deaver Brown & Audiobook - eBook Digital Card Case Audiobook by A Sales & Entrepreneurship Case Author: Deaver Brown Narrator:Deaver graduated with a Magna in History from Harvard College, with his senior Deaver is a serial entrepreneur who has been up, down, and sideways.