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The **Sales 101** series is a practical business series for salespeople and the managers who lead them — plain, direct language, relationship-first principles rather than scripts. A strong fit for career development, professional sales, and business management collections, and accessible to readers with no sales background.

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Canadian author — Christopher G. Brooks, Halton Hills, Ontario — 35 years in sales and sales leadership

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Author: Christopher G. Brooks
Publisher: This Is Love
Published: June 2026
Print ISBN: 978-1-0678407-0-9
Ebook ISBN: 978-1-0678407-1-6
Format: Paperback, 112 pp, 6" × 9"
List Price: \$24.99 CAD / \$19.99 USD
BISAC: BUS058000, BUS041000, SEL027000

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Sales 101, Book 2

Author: Christopher G. Brooks
Publisher: This Is Love
Published: June 2026
Print ISBN: 978-1-0678407-2-3
Ebook ISBN: 978-1-0678407-3-0
Format: Paperback, 126 pp, 6" × 9"
List Price: \$24.99 CAD / \$19.99 USD
BISAC: BUS058000, BUS041000, BUS071000

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