



# Giftology

*John Ruhlin*

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## **Giftology** John Ruhlin

Radical generosity is the against-the-grain secret weapon of real influencers, and it will allow you to boost referrals, retention rates, and ROI like few other strategies.

But be warned, gifts with strings attached backfire.

There is a right, and wrong, way to give.

John Ruhlin has gifted on behalf of everyone from Forbes Magazine to the Fortune 500 and his tactics lead to appreciative responses and wide-open check books.

Through poignant personal stories and data-backed evidence, Ruhlin breaks down how anyone from mail clerk to managing director can master the magic of *Giftology*; with these and more:

- Mastering reciprocity, the hidden bottom line booster Laser-targeting whom to give a gift and when to use thrift Uncovering your client s inner circle and becoming part of it

Give wholeheartedly to *Giftology* and reap the rewards of an expanding business and fruitful relationships, professional and personal alike.

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