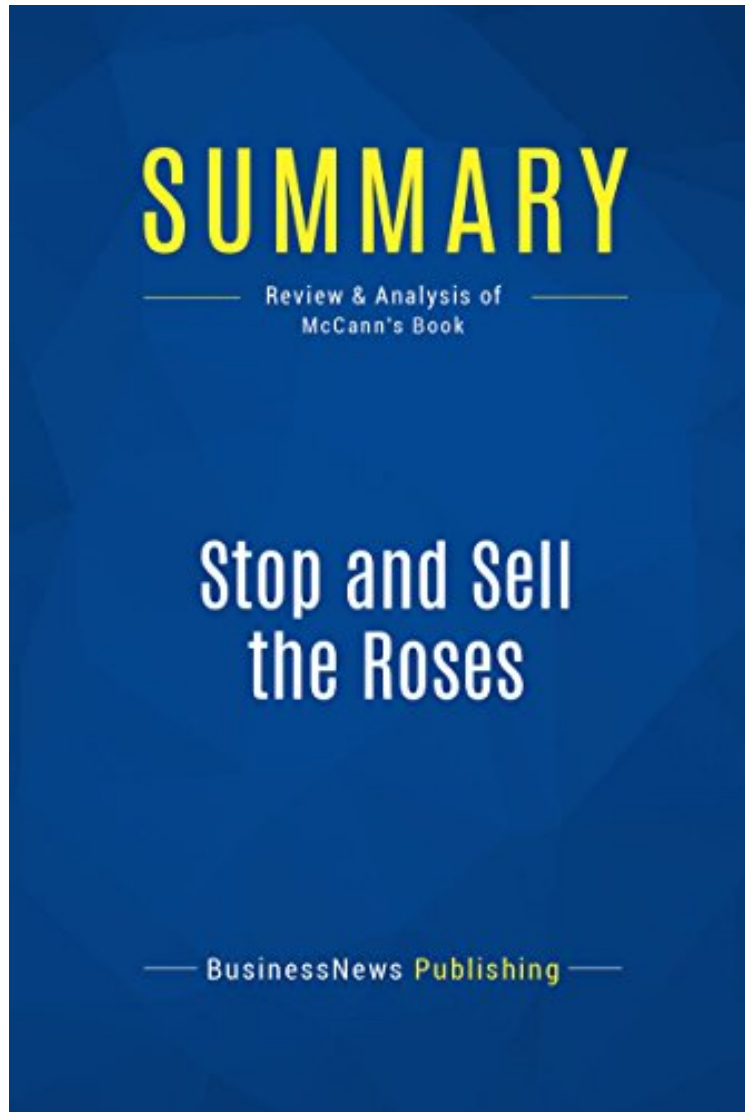


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The must-read summary of Jim McCann's book: "Stop and Sell the Roses: Lessons from Business and Life from the

CEO of 1-800-FLOWERS". This complete summary of the ideas from Jim McCann's book "Stop and Sell the Roses" reveals the secrets to McCann's success: warm human relationships. In his book, the author explains how he achieved success with his company by understanding not only how business relationships work, but also how the business should relate most effectively with customers. This summary is an inspiring account of how Jim McCann realized that human contact was the key to exploiting technology, and how to replicate it in your own company. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Stop and Sell the Roses" and take advantage of the best practices that led to Jim McCann's success.