



@AARLisa: New Biz in 140 Characters (or Less).: Pitch Tips for Time-Starved Execs on the Run

Lisa A Colantuono

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@AARLisa: New Biz in 140 Characters (or Less) is written for the time-starved, 24/7, on-the-go, headline-reader new business executive that needs cut-to-the-chase insights to nail new business wins again and again. This flip-through, read-from-cover-to-cover, quick reference guide offers golden nuggets of knowledge and short-verse anecdotes from more than 1,300 Tweets in seven years for the go-getter who wants the know-how with no more time added to the "not enough hours in a day" day!

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