



Harry Beckwith has led major marketing initiatives for 14 Fortune 100 companies, including Target, Wells Fargo, Merck and IBM, work that has won the American Marketing Association's highest award. Harry also is an internationally acclaimed speaker. Over 96% of audience members -- in cities including Bombay, Moscow, New Delhi, Beijing, Warsaw and Stockholm, and for clients including Microsoft, Hewlett-Packard and ABC Television -- have awarded his presentations perfect scores.

He has been cited as a marketing expert on topics ranging from the Pentagon and the White House's handling of the invasion of Iraq to the branding of the country of Canada and the future of Fannie Mae. Among the many media outlets that have interviewed Harry are CNN, Inc., Business Week, Crain's New York Business, Business 2.0 and The Wall Street Journal.

Harry's first book, *Selling the Invisible* (Warner Books: 1997), spent an unprecedented 36 consecutive months on the Business Week bestseller list and was recently named one of the top ten business and management books of all time. Total sales have surpassed 600,000 copies in 15 translations, and the book is a required text for many graduate business students.

His most recent books, *The Invisible Touch* and *What Clients Love*, have already sold over 120,000 copies in the United States and been translated into 14 languages. His reading of the audio version of *What Clients Love* was named one of the top five business and educational audio books of 2003.

Harry graduated Phi Beta Kappa from Stanford University, where he won the national collegiate journalism award as a freshman. He later served as Editor-in-Chief of Oregon Law Review, the school's highest honor, and as a law clerk to a federal judge. Har...

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Speech Topics

- ☐ Sales
- ☐ Marketing
- ☐ Executive Speaker
- ☐ Customer Service
- ☐ Branding

Testimonials

"Two years later, Harry is still talked about as our best main stage presenter ever. That is amazing considering who preceded him: Colin Powell, Jack Kemp, Tony Robbins, Tom Peters, Lou Holtz & Ken Blanchard."

- International Speakers Hall of Fame.

"I have never heard a presentation so informative and inspiring."

- ABC Television.