

Win a copy of Sid Peimer's new book - find *the word*



To win one of three copies of Sid Peimer's new book, *The Clear Win*, which deals with the ins and outs of pitching to clients, all you have to do is find the one word that he reckons is the be-all and end-all when it comes to pitching for the account and winning it. A regular [Bizcommunity.com contributor](#), Peimer calls it his *one word speech*! To help you find *the word*, we're given you the table of contents, introduction and first two chapters of the book - so all you need do is pick the right word out of about 2000 or so. Come on, give it a go. It's a doddle. For more details of 2010's most interesting (and shortest) competition, go to www.bizcommunity.com/TheClearWin-Competition.html.

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