



LIFE OF A SALESMAN—NEWS RELEASE

Adventures of an International Salesperson

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Adventures of an International Salesperson

We have all heard jokes about the [adventures of traveling salesmen](#). Marvin Rubinstein's book, *Life of a Salesman*, does contain a lot of humor but, for the most part, is a serious story of the adventures and discoveries, the advantages and disadvantages in a salesman's life wandering the United States and the world, trying to make a

buck by peddling merchandise to stores, shops and factories.

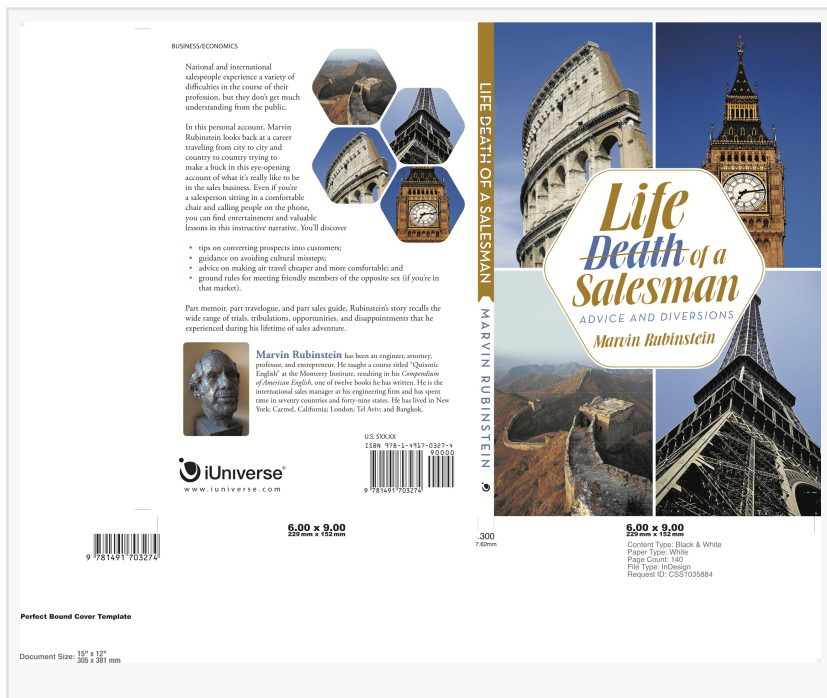
These national and international salespeople experience a variety of difficulties in the course of their profession, but they don't get much understanding from the public. In this personal account, Marvin Rubinstein looks back at a 50-year career traveling from city to city and country to country trying to convince everyone of the superiority of his products and tells us what it's really like to be in the sales business.

Even if you're a salesperson sitting in a comfortable chair and calling people on the phone, you can find entertainment and valuable lessons in this instructive narrative. You'll discover: * tips on converting prospects into customers; * help in promotional efforts * advice on making air travel cheaper and more comfortable * guidance on avoiding cultural missteps , as well as * recommendations on making the best of your spare time sightseeing * wining and dining suggestions in the world's major cities * ground rules for meeting friendly members of the opposite sex (if you're in that market).

Part memoir, part travelogue, and part sales guide, Rubinstein's story recalls the wide range of trials, tribulations, opportunities, and disappointments that he experienced during his lifetime of sales adventure.

CONTACT: *Life of a salesman* is available from Amazon.com, Barnes and Noble and local bookstores. For quantity discounts, for signed copies, or any other comments, contact Marvin Rubinstein at marvin.aka.ak@gmail.com or by phone at (212) 477-3180

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AUTHOR Marvin Rubinstein is an engineer, professor, attorney, entrepreneur and published author of 12 books on a variety of subjects. He has taught at the Monterey Institute and was CEO of his own engineering firm, Selectrons, Ltd.; has had articles appear in the NY Times, the Village Voice, the Japan Times and many sales and engineering journals. Marv, born in Rochester (NY), has lived in Bangkok, Israel, London, Carmel (CA), and New York City. His wife, Chie Hamaguchi Rubinstein, is a professional interpreter of English and Japanese.

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