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# Perfect Dealership Surviving The Digital Disruption

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**Perfect Dealership  
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Perfect Dealership -  
Surviving the digital  
disruption. By Max  
Zanan This book is a  
must read for anyone  
in the automotive  
world. As a seasoned  
veteran of the car  
industry, I found the  
book to cover essential  
topics, such as utilizing

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software properly such as CRM, Dealertrack etc, - Online Sales Techniques and Compliance Training.

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‘Perfect Dealership’ is a car dealer’s guide to surviving the digital age, written by Max Zanan, automotive retail expert.

**‘Perfect Dealership’  
- A Car Dealer’s  
Guide to Surviving**

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and Surviving in the  
Second Wave of the.

## **Full E-book Perfect Dealership: Surviving The Digital**

...

Zanan is also the  
author of two previous  
bestsellers: Perfect

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Surviving The Digital Disruption, which outlines what car dealers can do to survive and thrive in a digital world; and Car Business 101: #CrazyShitCarDealersDo, that gives car dealers guidance on how to change practices that are hurting their business.

**Perfect Dealership:  
#1 Best Selling Auto  
Dealer Management**

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...  
**Digital Disruption**  
Perfect Dealership:  
Surviving the Digital  
Disruption But “looks”  
are only part of the  
equation. How car  
dealers treat their  
employees and  
customers hasn't  
always kept up with  
modern practices,  
especially in this digital  
age.

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Principals: Perfect  
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# Read Online Perfect Dealership Surviving The Digital Disruption

Max Zanan, an automotive retail expert with nearly 20 years of experience, recently released 'Perfect Dealership' - a car dealer's guide to surviving the digital age. Product knowledge is only a small part of the book, but the one that I thought was beneficial for my readers.

**The Perfect  
Dealership and**  
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**Product Knowledge -  
Car Sales ...**

NEW YORK, Oct. 24,  
2017 /CNW/ -- Max  
Zanan, an automotive  
retail expert with  
nearly 20 years of  
experience, announced  
today the upcoming  
release of his book '  
Perfect Dealership:  
Surviving The...

**Automotive Retail  
Expert Max Zanan  
Announces the  
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## Read Online Perfect Dealership

Perfect Dealership  
offers help and hope

for dealerships  
struggling to adapt to  
this digital-based  
paradigm shift.

Consultant Max Zanan  
applies fifteen years of  
automotive-industry  
experience to the  
future of the car  
dealership.

### **Perfect Dealership: Surviving The Digital Disruption by ...**

NEW YORK, Oct. 18,  
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2017 /PRNewswire/ --  
Max Zanan, an

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**Automotive Retail  
Expert Max Zanan  
Announces the  
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If you fall behind on any of these trends, you will give your

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competition the opportunity to advance. Shoppers are visiting fewer and fewer dealers before purchasing a vehicle and if you're not one of the 1.4 dealerships the average shopper visits, you're out of luck. You need to be the first dealership they visit,...

**Top 2018  
Automotive Digital  
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You Need to ...**



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Max Zanan, author of *Perfect Dealership: Surviving The Digital Disruption*, wrote, “The automotive retail industry is under more pressure than ever. Lower margins, stricter regulations, heavy

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