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SALES: Local book on sales to be in hardcover

**BY DORSEY KINDLER
STAFF REPORTER**

SANTA ROSA – Executive coach Chuck Mache’s book, “The Four Kinds of Sales People: How and Why They Excel – And How You Can Too,” will be published in hardcover next month by New Jersey-based publisher John Wiley & Sons Inc.

The edition represents a major step for the book, which is based on the idea that all salespeople, no matter what they sell, fall into one of four categories. The book previously had been printed in paperback.

Based in Santa Rosa, Chuck Mache is president of Chuck Mache Communications. He is also a featured expert on the Entrepreneur Magazine Radio Show in a segment called “Chuck Talk.” To learn more visit www.chuckmache.com

Mr. Mache writes a column every other week in the BUSINESS JOURNAL.