

## LTSF20 D1S4: Value-based buying for learning professionals - the antidote to sales and marketing

Adrian Snook – Resources

https://detaresearch.org/research-support/no-significant-difference/view-full-database/

**lan Townley:** These guys are worth looking at if you want to bust myths: <a href="https://debu.nker.club/">https://debu.nker.club/</a>

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