

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

Adrian Snook – themed questions

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

Ian Townley: These guys are worth looking at if you want to bust myths:

<https://debunker.club/>

On LinkedIn, Adrian is: <https://www.linkedin.com/in/adriansnook/>