



## **New Release: 'Back Of The Napkin' by Philip A. Okun Offers Insights for Real Estate Success**

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Philip A. Okun

Inspired by the Laffer curve drawn in 1974 to demonstrate the logic for tax cuts, this book takes the same approach to commercial real estate. Drawing on Okun's 40+ years' experience in all aspects of commercial real estate, this book is a go-to reference for beginners and seasoned professionals alike.

The author has first-hand experience in sales, leasing, land development and management. Additionally, there is a section on sales technique, which is also "Back Of The Napkin" in its simplicity. This section will benefit any sales professional in any industry. Available on Amazon in hardcover, soft cover, and kindle edition.

Visit [www.backofthenapkin.biz](http://www.backofthenapkin.biz) to learn more

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