



It's Not about the Funeral-What You Need to Know Before You Go

Chris R. Bentley

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The funeral and cemetery industry is a multi-billion dollar a year business. *It's Not About The Funeral* reveals the secrets and unlocks the mysteries behind the death industry so that you can make informed arrangements. This indispensable guide provides an insider's view on the following: What to look for when planning a funeral What the funeral industry is actually selling How to shop What happens to the dead How to negotiate a better price The reasons behind the funeral industry's marketing practices What funeral directors and sales people think when meeting the family And much, much more When you are dealing with death and grieving, there are a number of books available to guide you. There are books about the life and times at a funeral home and books that bash the funeral industry. Whether you are arranging a funeral for yourself or a loved one *It's Not About The Funeral: What You Need to Know Before You Go* is a fundamentally different book. **Author Bio:** Author Chris R. Bentley comes from a diverse working background that gives him a unique perspective on the funeral and cemetery industry. Trained as a scientist, Chris became a successful businessman and investor before entering the industry. He has worked as a salesman, funeral director and funeral home owner. Chris and his wife split their time between Henderson, Nevada and Portland, Oregon.

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