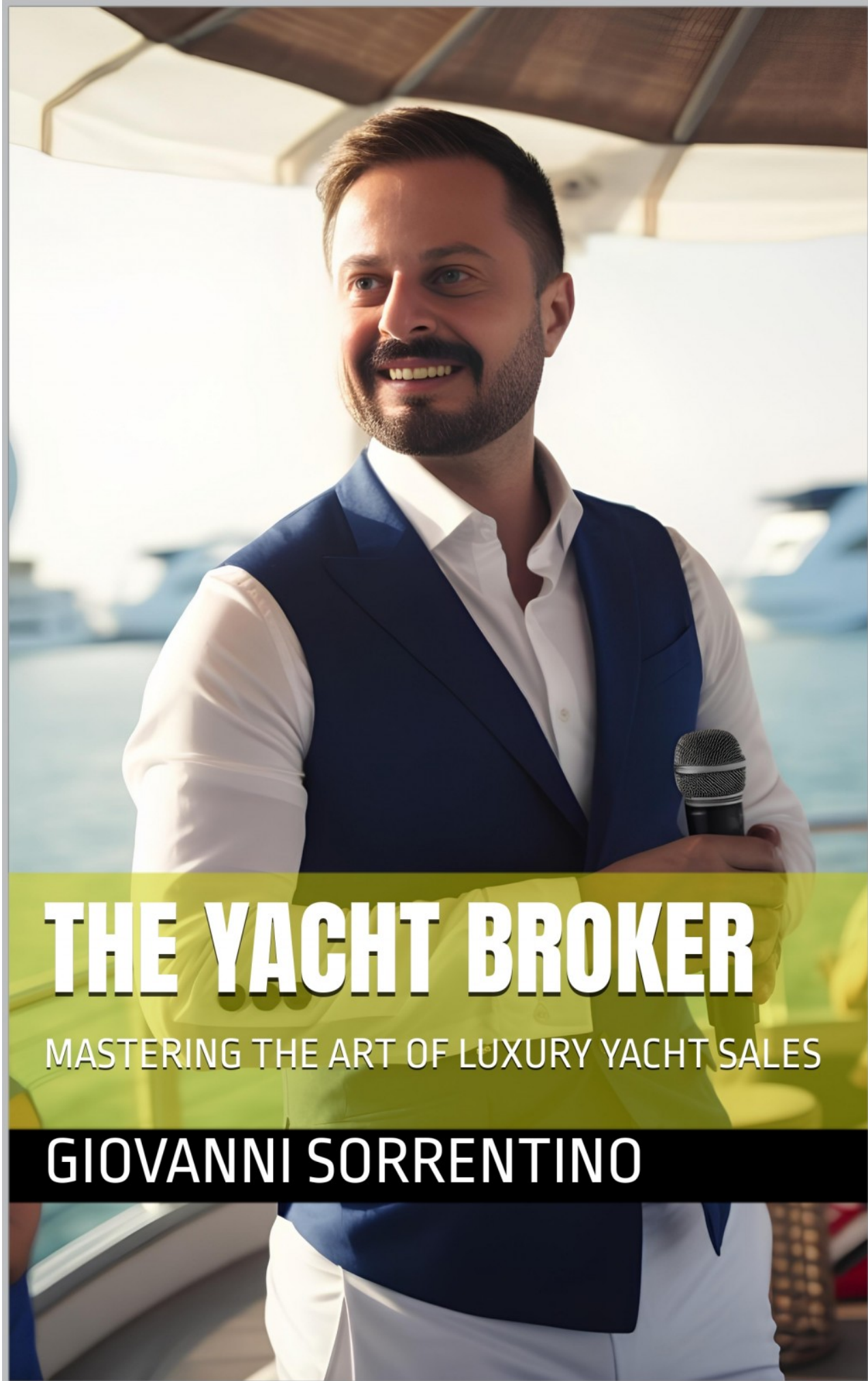


Unlock the Secrets of the Luxury Yacht Market

Groundbreaking New Book: "The Yacht Broker"



THE YACHT BROKER

MASTERING THE ART OF LUXURY YACHT SALES

GIOVANNI SORRENTINO

Dubai, United Arab Emirates Aug 13, 2024 ([IssueWire.com](https://www.issuewire.com)) - Giovanni Sorrentino, a distinguished name in the luxury yachting industry and founder of Formula Yachting, is proud to announce the release of his comprehensive new book, *"The Yacht Broker."* This essential guide dives deep into the intricacies of the yacht brokerage business, offering readers unparalleled insights into one of the most exclusive and competitive markets in the world.

The Yacht Broker is designed for both seasoned professionals looking to refine their skills and those new to the field who aspire to build a successful career in yacht brokerage. Sorrentino leverages decades of experience and industry leadership to provide a detailed roadmap covering everything from day-to-day operations and client relations to cutting-edge marketing strategies and legal considerations.

Highlights of the Book:

- **Expert Insights:** Learn from Sorrentino's extensive experience in yacht construction, new builds, and brokerage. Discover the critical elements that differentiate successful brokers in the global market.
- **Comprehensive Coverage:** With 19 in-depth chapters, the book covers a wide array of topics, including lead generation, client retention, cold calling strategies, and leveraging modern technology like AI and WhatsApp marketing.
- **Exclusive Case Studies:** Readers gain access to real-world examples and case studies that illustrate the practical application of the strategies discussed.
- **Future-Focused:** The book delves into emerging trends such as sustainable yachting, innovations in yacht design, and the integration of digital tools to stay ahead in the evolving market.

Giovanni Sorrentino is not only the founder of Formula Yachting, a Dubai-based company specializing in yacht construction and new builds, but he is also the distributor for [Xcel Yachts](#) and Integrity Yachts across Europe, Australia, and the USA. His roles as Commercial Director for [Tribale Yachts](#) and [Sundeck Yachts](#), along with his association with Althaus Yachts in Monaco, provide him with a unique perspective that is shared with readers throughout the book.

"The Yacht Broker" is more than just a guide; it's a masterclass in understanding and navigating the complexities of the luxury yacht market. Whether you're a broker, a yacht owner, or someone with a keen interest in the luxury lifestyle, this book will equip you with the knowledge and tools to succeed in this prestigious industry, says Sorrentino.

Availability:

The Yacht Broker will be available for purchase, in hard copy and e-format on Amazon and Kindle, in a few days but everyone can read it for free online on the website www.formulayachting.com

For media inquiries, interviews, or review copies, please contact us.

About Giovanni Sorrentino:

Giovanni Sorrentino is a leading figure in the luxury yacht industry with a career spanning several decades. He is the founder of Formula Yachting, a Dubai-based company, and holds key positions with several prestigious yacht brands. His innovative approach to yacht design and brokerage has made him a respected authority in the field, known for blending traditional luxury with cutting-edge technology.

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