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Seeing the Big Picture

How did a Venice Beach T-shirt vendor become television's most successful producer? How did an entrepreneur who started in a garage create the most iconic product launches in business history? How did a timid pastor's son overcome a paralyzing fear of public speaking to captivate sold-out crowds at Yankee Stadium, twice? How did a human rights attorney earn TED's longest standing ovation, and how did a Facebook executive launch a movement to encourage millions of women to "lean in"? They told brilliant stories. In *The Storyteller's Secret: From TED*

Speakers to Business Legends, Why Some Ideas Catch on and Others Don't, keynote speaker, bestselling author, and communication expert Carmine Gallo reveals the keys to telling powerful stories that inspire, motivate, educate, build brands, launch movements, and change lives. The New York Times has called a well-told story "a strategic tool with irresistible power" - the proof lies in the success stories of 50 icons, leaders, and legends featured in *The Storyteller's Secret*: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole Foods, and Pixar. Whether your goal is to educate, fundraise, inspire teams, build an award-winning culture, or to deliver memorable presentations, a story is your most valuable asset and your competitive advantage. In *The Storyteller's Secret*, Gallo explains why the brain is hardwired to love stories - especially rags-to-riches stories - and how the latest science can help you craft a persuasive narrative that wins hearts and minds. "The art of storytelling can be used to drive change," says billionaire entrepreneur Richard Branson. And since the next decade will see the most change our civilization has ever known, your story will radically transform your business, your life, and the lives of those you touch. Ideas that catch on are wrapped in story. Your story can change the world. Isn't it time you shared yours?

Cultivating a Creative Culture

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The

benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

The Heart of the Deal

How to Optimize Human-Machine Work Combinations
Your organization has made the decision to adopt automation and artificial intelligence technologies. Now, you face difficult and stubborn questions about how to implement that decision: How, when, and where should we apply automation in our organization? Is it a stark choice between humans versus machines? How do we stay on top of these technological trends as work and automation continue to evolve? Work and human capital experts Ravin Jesuthasan and John Boudreau present leaders with a new set of tools to answer these daunting questions. Transcending the endless debate about humans being replaced by machines, Jesuthasan and Boudreau show how smart leaders instead are optimizing human-automation combinations that are not only more efficient but also generate higher returns on

improved performance. Based on groundbreaking primary research, *Reinventing Jobs* provides an original, structured approach of four distinct steps--deconstruct, optimize, automate, and reconfigure--to help leaders reinvent how work gets bundled into jobs and create optimal human-machine combinations. Jesuthasan and Boudreau show leaders how to continuously reexamine what a job really is, and they provide the tools for identifying the pivotal performance value of tasks within jobs and how these tasks should be reconstructed into new, more optimal combinations. With numerous examples and practical advice for applying the four-step process, *Reinventing Jobs* gives leaders a more precise, planful, and actionable way to decide how, when, and where to apply and optimize work automation.

Unsafe Thinking

Shares advice for transitioning away from unfulfilling jobs to embark on adventurous, meaningful careers, outlining recommendations for starting a personal business with a minimum of time and investment while turning ideas into higher income levels. 60,000 first printing.

MONEY Master the Game

New 2nd edition is now available. As companies reorganize and reengineer, thousands of people are finding themselves tossed into management every day. "You may go to bed as a member of the team and wake up to find yourself suddenly in charge,"

says Matuson. The key to success is managing effectively both up and down the line of organization—this first edition of *Suddenly in Charge* provides a unique approach with two books in one: read it in one direction and you'll find all the tips and tools you need to manage down, establishing credibility with your team and leading in a way that both builds rapport and garners respect. Flip the book over and you'll find success strategies for managing up, interacting successfully with your bosses and developing strong relationships. In the *Managing Up* side of the book, you will learn how to manage your relationships and responsibilities as an employee, including how to understand the boss's style of management; deal with dictatorial, indecisive or otherwise difficult bosses; promote yourself; ask for raises; and know when it's time to leave a position. With key learning points, real-life examples and proved strategies for effective communication, *Managing Up* helps you navigate the world of office politics while staying true to yourself. The key to success is managing effectively both up and down the line of organization. In the *Managing Down* side of this book, you will learn how to manage your relationships and responsibilities as a boss, including how to stay sane during conflicts, evaluate performance, and make the hiring and firing process easier and more mutually beneficial. With key learning points, real-life examples and proven strategies for effective communication, *Managing Down* helps you clearly define your new role and cultivate an environment of engaged, motivated employees.

Signals

Award-winning entrepreneur and journalist Shane Snow reveals the counterintuitive reasons why so many partnerships and groups break down--and why some break through. The best teams are more than the sum of their parts, but why does collaboration so often fail to fulfill this promise? In *Dream Teams*, Snow takes us on an adventure through history, neuroscience, psychology, and business, exploring what separates groups that simply get by together from those that get better together. You'll learn: *

- * How ragtag teams--from soccer clubs to startups to gangs of pirates--beat the odds throughout history.
- * Why DaimlerChrysler flopped while the Wu-Tang Clan succeeded, and the surprising factor behind most failed mergers, marriages, and partnerships.
- * What the Wright Brothers' daily arguments can teach us about group problem solving.
- * Pioneering women in law enforcement, unlikely civil rights collaborators, and underdog armies that did the incredible together.
- * The team players behind great social movements in history, and the science of becoming open-minded.

Provocative and entertaining, *Dream Teams* is a landmark work that will change the way we think about people, progress, and collaboration.

Would You Do That to Your Mother?

Explores how some works and artists achieve longevity when most disappear after initial success.

Business Adventures

The how-to guide to becoming a go-to expert Within their fields, thought leaders are sources of inspiration and innovation. They have the gift of harnessing their expertise and their networks to make their innovative thoughts real and replicable, sparking sustainable change and even creating movements around their ideas. In *Ready to Be a Thought Leader?*, renowned executive talent agent Denise Brosseau shows readers how to develop and use that gift as she maps the path from successful executive, professional, or civic leader to respected thought leader. With the author's proven seven-step process—and starting from wherever they are in their careers—readers can set a course for maximum impact in their field. These guidelines, along with stories, tips, and success secrets from those who have successfully made the transition to high-profile thought leader, allow readers to create a long-term plan and start putting it into action today, even if they only have 15 minutes to spare. Offers a step-by-step process for becoming a recognized thought leader in your field Includes real-world examples from such high-profile thought leaders as Robin Chase, founder and former CEO of Zipcar; Chip Conley, author of *PEAK* and former CEO of JDV Hospitality; and more Written by Denise Brosseau, founder of Thought Leadership Lab, an executive talent agency that helps executives become thought leaders, who has worked with start-up CEOs and leaders from such firms as Apple, Genentech, Symantec, Morgan Stanley, Medtronic, KPMG, DLA Piper, and more *Ready to Be a Thought Leader?* offers essential reading for anyone ready to expand their

influence, increase their professional success, have an impact far beyond a single organization and industry, and ultimately leave a legacy that matters.

Pre-Commerce

The acclaimed New York Times and Wall Street Journal bestseller from Robert Cialdini—“the foremost expert on effective persuasion” (Harvard Business Review)—explains how it’s not necessarily the message itself that changes minds, but the key moment before you deliver that message. What separates effective communicators from truly successful persuaders? With the same rigorous scientific research and accessibility that made his *Influence* an iconic bestseller, Robert Cialdini explains how to prepare people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change “minds” a pre-suader must also change “states of mind.” Named a “Best Business Books of 2016” by the Financial Times, and “compelling” by The Wall Street Journal, Cialdini’s *Pre-Suasion* draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listener’s attitudes, beliefs, or experiences isn’t necessary, says Cialdini—all that’s required is for a communicator to redirect the audience’s focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini

outlines the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, “Yes.” His book is “an essential tool for anyone serious about science based business strategies...and is destined to be an instant classic. It belongs on the shelf of anyone in business, from the CEO to the newest salesperson” (Forbes).

Persuade

We create human-centered interactions and experiences in our eld. Empathetic purpose drives our every decision. Mobile First? In reality, it's humans first. This same mentality, turned inward, forms the cornerstone of something amazing: a creative culture. Designers and front-enders have a unique advantage in solving the cultural problems in business that are sucking the life out of us. Several, in fact. The principles discussed in this book derive from the perspectives and skillsets we already use daily: empathy, objectivity and, yes, ample creativity. Join Justin Dauer as he notes through examples, case studies, and human-centered tactics how we can all get there. Foreword by Jeffrey Zeldman, founder of A List Apart / co-founder of A Book Apart.

Bring Your Whole Self To Work

Transitioning from military life back to a civilian one is very challenging. Veterans returning home from

service are faced with a plethora of choices and opportunities, due to their military training and skills, but many are puzzled on how to take advantage of these opportunities and effectively utilize the skills they've acquired while serving in the armed forces. This book can be used as a template on how to do just that! In this book, you'll read about someone that took full advantage of what Uncle Sam had to offer. Whether you aspire to also become a CEO of a company or to achieve any level of success as a civilian, I believe this book will give you valuable insight on how to meet your objective

Suddenly in Charge

The world often falls short of how we'd like it to be, and our ability to make even just a little difference can seem limited. Sometimes it feels like you need to be a super-hero to achieve anything meaningful. But what if by re-conceiving what you do, you could change the world for the better? In **THE REGENERATIVE LIFE**, Carol Sanford shows you how to fundamentally change the roles you play in society, enabling you to do more than you ever believed possible; grow yourself and others, provide astounding innovations for your clients, children and students, generate extraordinary social returns, become more creative, and bring new life and opportunity to everything around you. **THE REGENERATIVE LIFE** teaches you to see your roles differently: stripping away all preconceptions of how it should be done, understanding what your role is at its core, and building yourself back up to become

something new; something so grounded, inspiring, and resilient, it can change the world.

Measure What Matters

The last few minutes before a major challenge can be terrifying. Ever wished you knew how to make sure you ace the make-or-break test, audition, or interview? Journalist Daniel McGinn dives into the latest psychological research and interviews athletes, soldiers, entertainers, and others who, despite years of practice and enviable track records, will ultimately be judged on their ability to deliver a solid performance when it's their turn to shine. McGinn separates the facts from the old wives' tales and shares new, research driven strategies for activating your talent, optimizing your emotions, and getting psyched up to take the spotlight. --

Pivot

Have you ever noticed that there are certain people who seem to get ahead just a bit faster than everyone else? You know, the types who always seem to be a bit ahead of the curve, to get noticed a bit more, and to achieve their goals a bit more quickly than the rest of the pack? And have you ever noticed how much this small edge can matter, and the outsized impact it can have on the trajectory of their careers? Twenty-four year old entrepreneur Brian Wong is one of these people, having graduated from college by age 18, having raised \$24 million in venture capital to start his own company before he turned 25, and having

grown that company into a global mobile advertising giant in just 4 years. His secret? The Cheat Code. Wong believes that most people -- even creative people -- have a tendency to follow a script; to do things the way others do them simply because that way works. But therein lies the secret at the heart of the Cheat Code: anyone can easily shortcut his or her way to success, simply by going slightly off script; by doing things just a little differently from everyone else. Here, Wong unlocks the power of the Cheat Code through 71 bite-sized and virtually effortless short-cuts to get a leg up on the competition, garner attention for ourselves and our ideas, and accelerate our success. For example: Cheat #7: Don't Ask - Announce Cheat #16: Know Your Superpower! Cheat #32: Make Boldness Your Genius Cheat #47: Know Who's the Boss Cheat #49: Get a Trademark Haircut Cheat #51: Use Exclamation Points Cheat #55: Focus on What Won't Change Cheat #71: Imagine, What If? No matter where you aspire to go in your life or career, THE CHEAT CODE will help get you there - faster.

Airman to CEO

We live in a time in which more than 100 million Americans suffer from a neurological illness. Not only is that number expected to rise and the annual cost to care for people with neurological disorders expected to surpass 1 trillion dollars, but the impact of these illnesses on our lives is unlike any other. Neurological disorders affect every fiber of our being. They cause physical, psychological, emotional, and cognitive

impairments. They rob us of our lives and families in a way that diseases of other organs can't. Oftentimes it seems that we are helpless to do anything about it. But, what if that wasn't true? **Neuroplasticity: Your Brain's Superpower** empowers us to have a different relationship with our brains. Instead of just succumbing to whatever potential dysfunction, degeneration, or disease that may impact our nervous system, in this book we explore the ways in which we can give our brains exactly what they need to adapt, heal, and thrive. **Neuroplasticity: Your Brain's Superpower** takes us on a journey through things that influence the evolution of our brains, including various diseases. Not only do we learn about these illnesses, but also about the potential healing that can take place after the injury. This book expands the conversation about brain health so that we can include the principles of neuroplasticity to help us take control of our neurological destinies.

The 12 Rules of Attention

48 Techniques to Boost Your Creativity at Home, According to Science A great deal of psychological and productivity research has gone into discovering how the design of the physical environment can improve creative performance, yet nearly all of it has focused on the workplace, commercial spaces, and schools. What has been largely overlooked is the one place we spend more time in than anywhere else and where more people than ever are now working: the home. **My Creative Space** shows how readers can boost their creative output by applying science-

backed techniques to the design and decoration of their home regardless of size, type, style, or location. With over 200 stunning color photographs of creative spaces, including many designed by top architects and interior decorators, this lavishly produced book will inspire readers while offering practical and specific ways to transform your own home into a creative haven. Readers will:

- Learn practical techniques to shape a home for peak idea generation
- Acquire insights into how everyday activities at home can boost creative performance at work, play, and school
- Discover hands-on household products designed to foster creative skills
- Gain a new understanding of the meaning and psychology of creativity
- Read about the best lighting to foster a creative environment, how to use walls to capture ideas, why round shapes spur greater creativity than straight lines, the benefits of incorporating nature into your surroundings, and more.

Whether you're an artist, design professional, writer, entrepreneur, work in a creative industry, or pursue a personal passion for pleasure, this book is an invaluable guide for turning living space into creative space.

Ready to Be a Thought Leader?

It's not good enough to want it. You've got to know how to get it. Real estate titan, bestselling author, and TV star Donald J. Trump is the man to teach you the billionaire mind-set-how to think about money, career skills, and life. Here is crucial advice on investing in real estate from the expert, everything from dealing with brokers to renovating to assessing

the value of property, buying and selling, and securing a mortgage. Trump will show you how to cut costs, decide how much risk to assume in your investments, and divide up your portfolio. He'll also teach you how to impress anyone, how to correct or criticize someone effectively, and how to know if your friends are loyal—everything you need to know to get ahead. And once you've earned your money, you've got to learn to spend it well. Trump presents his consumer guide to the best things in life, from wine to golf clubs to engagement rings. Check out the billionaire lifestyle—how they shop and what they buy. Even if you're not superwealthy, you can afford many of these luxuries. And what look inside the Trump world would be complete without *The Apprentice*? Trump will take you behind the scenes, from the end of season one and into season two, with insights into the making and the meaning of TV's hottest show. As Donald Trump proves, getting rich is easy. Staying rich is harder. Your chances are better, and you'll have more fun, if you think like a billionaire. This is the book that will help you make a real difference in your life.

Perennial Seller

A Financial Times Book of the Month "An enchanting book about how to question the conventional, challenge the status quo, and unlock the creative solutions right under your nose." --Adam Grant, New York Times bestselling author of *Originals*, *Give and Take*, and *Option B* with Sheryl Sandberg "Unsafe Thinking delivers an array of fresh insights on

creativity, motivation, and staying in 'flow.' Packed with powerful case studies, it will propel you out of your rut and onto a path of better, sharper thinking."--Daniel H. Pink, author of *When and To Sell Is Human* How can you challenge and change yourself when you need it most? We're creatures of habit, programmed by evolution to favor the safe and familiar, especially when the stakes are high. This bias no longer serves us in a world of constant change. In fact, today, safe thinking has become extremely dangerous. Through stories of trailblazers in business, health, education and activism, and leveraging decades of research into creativity and performance, Jonah Sachs reveals a path to higher performance and creativity for anyone ready to step out of their comfort zone. He introduces troublemakers willing to challenge corporate culture like the executive who convinced CVS to drop its multibillion-dollar tobacco business. She now leads the pharmacy giant. Readers will get firsthand accounts of breaking from the status quo from a Nobel prize winning doctor who nearly got himself thrown out medicine, a two-time NBA championship coach who brought joy back to his team by tuning down the focus on competition, a CEO who rebuilt her reputation and life from the ashes from one of the biggest flops in internet history and a Colombian mayor who started an incredibly successful career of political reform by mooning an angry crowd. *Unsafe Thinking* is full of counter-intuitive insights that will challenge you to rethink how you work. You'll learn: Why your area of deep expertise is often where you'll find your biggest blind spots Why anxiety can be fuel for creativity When to trust intuition and when to

challenge it How collaborating only with those that share your values stunts your creativity How to build an organization that embraces intelligent risk. An inspiring and accessible read, *Unsafe Thinking* has the power to change both the way you approach your work and your life.

Psyched Up

Ditch the failed sales tactics, fill your pipeline, and crush your number *Fanatical Prospecting* gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting. The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You'll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid

rejection The 5 C's of Social Selling and how to use them to get prospects to call you How to use the simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting. It's time to get off the feast or famine sales roller-coaster for good!

Fusion

Instant National Bestseller "Excellent." --San Francisco Chronicle "Brotopia is more than a business book. Silicon Valley holds extraordinary power over our present lives as well as whatever utopia (or nightmare) might come next." --New York Times Silicon Valley is a modern utopia where anyone can change the world. Unless you're a woman. For women

in tech, Silicon Valley is not a fantasyland of unicorns, virtual reality rainbows, and 3D-printed lollipops, where millions of dollars grow on trees. It's a "Brotopia," where men hold all the cards and make all the rules. Vastly outnumbered, women face toxic workplaces rife with discrimination and sexual harassment, where investors take meetings in hot tubs and network at sex parties. In this powerful exposé, Bloomberg TV journalist Emily Chang reveals how Silicon Valley got so sexist despite its utopian ideals, why bro culture endures despite decades of companies claiming the moral high ground (Don't Be Evil! Connect the World!)--and how women are finally starting to speak out and fight back. Drawing on her deep network of Silicon Valley insiders, Chang opens the boardroom doors of male-dominated venture capital firms like Kleiner Perkins, the subject of Ellen Pao's high-profile gender discrimination lawsuit, and Sequoia, where a partner once famously said they "won't lower their standards" just to hire women. Interviews with Facebook COO Sheryl Sandberg, YouTube CEO Susan Wojcicki, and former Yahoo! CEO Marissa Mayer--who got their start at Google, where just one in five engineers is a woman--reveal just how hard it is to crack the Silicon Ceiling. And Chang shows how women such as former Uber engineer Susan Fowler, entrepreneur Niniane Wang, and game developer Brianna Wu, have risked their careers and sometimes their lives to pave a way for other women. Silicon Valley's aggressive, misogynistic, work-at-all costs culture has shut women out of the greatest wealth creation in the history of the world. It's time to break up the boys' club. Emily Chang shows us how to fix this toxic culture--to bring down Brotopia, once and

for all.

The \$100 Startup

"Learn the six psychological secrets behind our powerful impulse to comply." - cover.

The Cheat Code

“Business Adventures remains the best business book I’ve ever read.” —Bill Gates, *The Wall Street Journal*

What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety; these notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened. Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. Longtime *New Yorker* contributor John Brooks’s insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm, or the bold attempt by American bankers to save the British pound, one gets the sense that history repeats itself. Five additional stories on equally fascinating subjects round out this wonderful collection that will both entertain and inform readers . . . Business Adventures is truly financial journalism at

its liveliest and best.

Neuroplasticity: Your Brain's Superpower

Advocates that employees should focus their attention on what the author defines as the key drivers of cash, profit, assets, growth, and people to evaluate the viability of their organization and their prospects for advancement.

Giftology

The New Psychology of Selling The sales profession is in the midst of a perfect storm. Buyers have more power—more information, more at stake, and more control over the sales process—than any time in history. Technology is bringing disruptive change at an ever-increasing pace, creating fear and uncertainty that leaves buyers clinging to the status quo. Deteriorating attention spans have made it difficult to get buyers to sit still long enough to “challenge,” “teach,” “help,” give “insight,” or sell “value.” And a relentless onslaught of “me-too” competitors have made differentiating on the attributes of products, services, or even price more difficult than ever. Legions of salespeople and their leaders are coming face to face with a cold hard truth: what once gave salespeople a competitive edge—controlling the sales process, command of product knowledge, an arsenal of technology, and a great pitch—are no longer guarantees of success. Yet this is where the vast majority of the roughly \$20 billion spent each year on sales training goes. It’s no wonder many companies

are seeing 50 percent or more of their salespeople miss quota. Yet, in this new paradigm, an elite group of top 1 percent sales professionals are crushing it. In our age of technology where information is ubiquitous and buyer attention spans are fleeting, these superstars have learned how to leverage a new psychology of selling—Sales EQ—to keep prospects engaged, create true competitive differentiation, as well as shape and influence buying decisions. These top earners are acutely aware that the experience of buying from them is far more important than products, prices, features, and solutions. In Sales EQ, Jeb Blount takes you on an unprecedented journey into the behaviors, techniques, and secrets of the highest earning salespeople in every industry and field. You'll learn: How to answer the 5 Most Important Questions in Sales to make it virtually impossible for prospects to say no How to master 7 People Principles that will give you the power to influence anyone to do almost anything How to shape and align the 3 Processes of Sales to lock out competitors and shorten the sales cycle How to Flip the Buyer Script to gain complete control of the sales conversation How to Disrupt Expectations to pull buyers towards you, direct their attention, and keep them engaged How to leverage Non-Complementary Behavior to eliminate resistance, conflict, and objections How to employ the Bridge Technique to gain the micro-commitments and next steps you need to keep your deals from stalling How to tame Irrational Buyers, shake them out of their comfort zone, and shape the decision making process How to measure and increase you own Sales EQ using the 15 Sales Specific Emotional Intelligence Markers And so much more! Sales EQ begins where

The Challenger Sale, Strategic Selling, and Spin Selling leave off. It addresses the human relationship gap in the modern sales process at a time when sales organizations are failing because many salespeople have never been taught the human skills required to effectively engage buyers at the emotional level. Jeb Blount makes a compelling case that sales specific emotional intelligence (Sales EQ) is more essential to success than education, experience, industry awareness, product knowledge, skills, or raw IQ; and, sales professionals who invest in developing and improving Sales EQ gain a decisive competitive advantage in the hyper-competitive global marketplace. Sales EQ arms salespeople and sales leaders with the tools to identify their most important sales specific emotional intelligence developmental needs along with strategies, techniques, and frameworks for reaching ultra-high performance and earnings, regardless of sales process, industry, deal complexity, role (inside or outside), product or service (B2B or B2C).

Get Momentum

Ideas for leaders to engage directly with customers to shape their brand and marketplace success Since its debut E-commerce has been centered on the transaction, which represents less than one percent of the time we spend online. Now, we are entering the era of Pre-Commerce where customers make their own decision to buy or support a brand before the transaction. Pre-Commerce explains how the exploding use of social media channels has

fundamentally changed the way customers go about making their purchasing decisions, how they educate themselves and why they choose to support certain brands above others. It shows what executives must do to re-create the way their companies interact with and learn from their customers, employees and competitors. It includes exclusive interviews and anecdotes Pearson has conducted or experienced with numerous influential C-suite executives during his time as leader of Dell's global social media team and as a consultant to Fortune 1000 companies, worldwide. Offers a step-by-step process for leaders to apply this knowledge to begin transforming their companies, right now Begins with a foreword from Mark Addicks, Chief Marketing Officer, General Mills Over 25 Fortune 500 executives interviewed, including special side-bar interviews with Michael Dell and Marc Benioff Explores the concept of "Pre-commerce"--the customer's decision making happens well before a transaction takes place and continues after the transaction, representing 99% of time spent online, often outside a company's reach today Shows how to build internal employee networks and how to take your first and most important steps to integrate social media throughout your company. Pearson reveals that the best ideas are often free and the technology needed is rarely a cost-issue. Instead, it's a matter of the top executive deciding to adopt a new way of engaging directly with its customers.

7 Mindsets of Success

Do you feel like you're "crushing it?" How productive,

happy and fulfilled do you feel each day at your job? You might ask what attention has to do with it. The answer may help clear up and fix a wide range of ongoing workplace concerns including workplace error. Simply put, attention is connected to every single thing you think, feel and do at work and elsewhere. It's almost impossible to imagine, but by the end of this book you'll not only understand how this is so, but you will be tapping into your attentional system and regulating it to your highest advantage. The 12-Rules of Attention will help you train your attention to sharp, accurate, high definition and keep it there. You'll learn: How to use the entire attentional system, beyond just focus (which is only one part) How to avoid fading out Awareness, mindfulness and attention are not the same thing and how and when to employ each A process to relieve data overflow, internal and external distraction How to use "in a glance" mental capacity to "catch" more desired detail How to regulate the brain's automatic, high-speed attention triggers and use them to your advantage

The Storyteller's Secret

A charismatic visionary and transformational teacher offers a bold new look at spiritual awareness providing the tools needed to live a life truly inspired by love for a whole new generation. Kute Blackson comes from a long line of spiritual leaders and works with people from all walks of life, offering his own uniquely powerful process to transform lives from the inside out. His inspirational and life-changing YouTube

videos, seminars, and conferences are known throughout the world, but it's his trademark transformation experiences that sets him apart. The intensive one-on-one and one-of-a-kind transformational mother of all trips is a 14-day, 24/7 journey into the heart of India where the client—armed with nothing but a backpack, a change of clothes, and a journal—works with Blackson until he discovers what he hasn't yet found. Whether it's about forgiveness, confronting inner demons, letting go of self-hatred or the scars of the past, those hard-earned, sweat-proof lessons Blackson instills in his clients are right here, in this book, *You Are The One*. No need to pack your bags or renew your passport. So what are you waiting for? For someone to save you? If so, you're not alone. But it's not going to happen. Your parents won't rescue you. Your friends won't carry you. No one's coming. Know why? Everything you are seeking is within you already. Because you're already here. You. Are. The. ONE. *You Are The One* is a reflection of Blackson's unique and distinctive thoughts, teachings, stories, and poetic inspirations to help you access your true power and live boldly and fully in the world—with no regrets.

Fanatical Prospecting

Learn how to unleash the power of brand-culture fusion to achieve sustainable competitive advantage and new growth. "This compelling book shows how to connect the image you present to the outside world with the values and norms that operate inside your world of work." --Adam Grant, *New York Times*

bestselling author of *Originals* and *Give and Take* "Denise Lee Yohn hit a home run with her first book, *What Great Brands Do*. Now she's written *FUSION* and it is just as provocative. Denise proves beyond a shadow of a doubt that great companies are powered by brand-culture fusion. I highly recommend this book!" --Ken Blanchard, Coauthor, *The New One Minute Manager®*, Coeditor, *Servant Leadership in Action* Internal culture + External brand = FUSION For years, leaders at companies like Southwest, Starbucks, and Google have done something differently that's put their organizations at the top of "the most admired companies," "best brands," and "great workplaces" lists. They don't often talk about that "something" specifically in terms of brand-culture fusion, but, as author Denise Lee Yohn reveals, aligning and integrating their brands and cultures is precisely how they've achieved their successes. Independently, brand and culture are powerful, unsung business drivers. But Denise shows that when you fuse the two together to create an interdependent and mutually reinforcing relationship between them, you create organizational power that isn't possible by simply cultivating one or the other alone. Through detailed case studies from some of the world's greatest companies (including Amazon, Airbnb, Adobe, Nike, and Salesforce), exclusive interviews with company executives, and insights from Denise's 25+ years working with world-class brands, *FUSION* provides readers with a roadmap for increasing competitiveness, creating measurable value for customers and employees, and future-proofing their business. This is a must-read for readers interested in workplace culture, brand

management, strategy, leadership, employee experience, employee engagement, integration, branding, and organization development.

Brotopia

We all have entrenched Beliefs, Values, and Illusions (BVIs), which elicit a reflex reaction when signals from others come to us. Riordan explains how to escape the certainties of someone else's opinion to regain the freedom that comes from having an open mind, which allows you to be receptive every time you receive a signal. Using proven concepts that can apply to companies both large and small, Riordan will show you:

- How our BVIs are established
- The burden of proof to require for assumptions
- How desire, delay, and defense drives bad decisions in corporations
- The energy equation in the enterprise
- Why so many people are battling for the control of the human mind and its actions

Signals will show you how to question your BVIs, allowing you to bring new authenticity to your facts and a new awareness to your workplace.

Dream Teams

Becoming successful in business requires that you win with others relationally before you can persuade them financially. It is not enough to sell your product - you must sell yourself. Customers must buy what you are saying before they buy what you are selling. *Persuade* is a success playbook filled with skills that will help you connect quicker, communicate

confidently, and close more sales. But *Persuade* is not your typical business book. It is filled with stories of life and love, family and friends, and success strategies that will help you serve more, sell more, and succeed more.

If your success is dependent on your ability to build relationships and increase revenue, you will find this book invaluable. *Persuade* will help you grow in your confidence to communicate, connect, and successfully persuade customers through the stages of the sale.

Top salespeople become the best because they learn from the best. The author includes insightful intelligence from sellers and executives at Facebook, Google, iHeart Radio, Amazon, New York Life, Hawaiian Airlines, Dell EMC, Microsoft Xbox, Clear Channel Airports, and Zillow who share stories & case studies on how they deploy the powers of persuasion discovered in *Persuade*.

My Creative Space

Put yourself in the driver's seat of your success with tools from time management and planning for the future to conflict and accountability. In *The Seven Mindsets of Success*, readers will not only explore topics like embracing discomfort, healthy conflict, time management, perspective, safety nets, and future self, but the intrinsic motivation behind their success. They will learn secrets and steps that are

easily overlooked in business today. They will weigh the cost of their success and ask themselves, “Am I willing to do everything it takes?” What if success could be as easy as changing your mindset to see your business or job differently, and in turn, see the world differently? Sten Morgan has become one of the youngest, top financial advisors in the country, and he built his business all in just three years. He is in the top percentile of people in his business, and more successful than advisors with thirty years or more experience, and he believes these seven psychological mindsets will unlock success for you too. What’s stopping you from reaching rapid, top-level success in your industry? The answer lies inside. “A great book . . . You need to know why you are doing this and why you want to be successful. Otherwise, your enthusiasm will fade and you won’t reach the levels of success that you want to reach. I give this book 5 out of 5 stars.” —Medium
“Challenges entrepreneurs to change their mindsets, and see their businesses, and the world, differently.”
—Between Now and Success podcast

Scrappy

The founder and CEO of Rapid Realty, New York City’s largest rental-based real estate brokerage, shares his story, his advice, and his tips for building a successful career in the ever-growing and lucrative world of real estate. Anthony Lolli got his real estate license at age nineteen. By twenty-three, he was a millionaire and the head of a swiftly growing company that would become one of the largest real estate brokerages in

New York and a national franchise sensation. Now, he's sharing the secrets behind his success. Filled with insights into Lolli's inspirational rags-to-riches rise to the top and bursting with practical advice for real estate newcomers and veterans alike, *The Heart of the Deal* is essential reading for anyone with big dreams and the drive to make them come true. Learn how to set smart goals, negotiate like a pro, analyze properties and neighborhoods, overcome objections, and much more. Whether you want to become a top-performing broker or a savvy property investor, or simply master real estate management tactics designed to help you achieve your financial goals, Lolli's grounded guidance will put you on the right path. Most importantly, *The Heart of the Deal* will teach you how to utilize all of these strategies to build a lucrative career without sacrificing your humanity in the process. At all times, Lolli keeps one central premise in mind: that the heart of every deal isn't money—it's people.

Influence (rev)

In today's work environment, the lines between our professional and personal lives are blurred more than ever before. Whatever is happening to us outside of our workplace —whether stressful, painful, or joyful —follows us into work as well. We may think we have to keep these realities under wraps and act as if we "have it all together." But as Mike Robbins explains, we can work better, lead better, and be more engaged and fulfilled if —instead of trying to hide who we are —we show up fully and authentically. Mike, a

sought-after motivational speaker and business consultant, has spent more than 15 years researching, writing, and speaking about essential human experiences and high performance in the workplace. His clients have ranged from Google to Citibank, from the U.S. Department of Labor to the San Francisco Giants. From small start-ups in Silicon Valley to family-owned businesses in the Midwest. From what he's seen and studied over the years, Mike believes that for us to thrive professionally, we must be willing to bring our whole selves to the work that we do. Bringing our whole selves to work means acknowledging that we're all vulnerable, imperfect human beings doing the best we can. It means having the courage to take risks, speak up, have compassion, ask for help, connect with others in a genuine way, and allow ourselves to be truly seen. In this book, Mike outlines five principles we can use to approach our own work in this spirit of openness and humanity, and to help the people we work with feel safe enough to do the same, so that the teams and organizations we're a part of can truly succeed. "This book will offer you insights, ideas, and tools to inspire you to bring all of who you are to the work that you do—regardless of where you work, what kind of work you do, and with whom you do it. And, if you're an owner, leader, or just someone who wants to have influence on those around you—this book will also give you specific techniques for how to build or enhance your team's culture in such a way that encourages others to bring all of who they are to work."

Reinventing Jobs

For those times when hard work and persistence just aren't enough, Terri Sjodin offers an inspiring guide to getting scrappy and beating the odds. Terri Sjodin loves scrappy people -- those who beat the odds with a blend of cleverness and fighting spirit. People who see big problems and come up with big solutions. People like the clever Girl Scout who sold 117 boxes of cookies in two hours outside a medical marijuana dispensary, or the entrepreneur who turned his home into an indoor jungle to sell investors on the Rainforest Cafe Restaurant chain. It can seem like these successes are just one-off acts of ingenuity or isolated flashes of brilliance. But today it takes more than just creativity, more than just persistence, more than just a dream to reach big goals -- it takes a mindset and a strategy. Sjodin explains the common elements behind every successful scrappy effort.

It Doesn't Have to Be That Way

Does it feel like you work in a "red ocean filled with sharks?" Eat or be eaten. Fierce competition. Continual battling over scarce resources. What if there was another path? What if you could create your own blue oasis where profits are higher, marketing is as natural as breathing, and competition is nearly nonexistent? This nirvana can be a reality when you practice the principles of Giftology. In this unusual un-marketing resource you'll discover *Why Giftology isn't an expense it's an investment that can pay off with huge dividends. *How to practice

Giftology on a tight budget it's easy and very effective. *How Giftology turns existing clients into your best salespeople. *Why (and how) gifts with a relatively low value can trump something expensive. *When is the best time to send gifts? (The answer may surprise you.) *How to unleash a "Referral Factory," a small army of influencers vouching for you--no gimmicks, no catches. *Find out how Giftology can transform your supply chain. *The ten worst gifts definitely avoid these. (This info's available in the expanded bonus resource. Just click the link inside! It's my gift to you.) The average person is hit with at least thirty thousand messages a day, courtesy of that "red ocean filled with sharks." Giftology neutralizes that deadly philosophy and equips you with every tool you need to make your message a priority. Every time. Get your copy today!

The Regenerative Life

A powerful and personalized process to improve your life and advance your career Do you sometimes feel stuck, despite real efforts to gain momentum on goals you've set? Momentum means you're doing more than simply getting things done. It's that feeling of satisfaction, the belief that you can achieve big goals and complete important projects that fulfill you both personally and professionally. Get Momentum coaches you in the mindset, skill set, and toolkit required to make progress on the items you have on your life and work goals faster and easier, while living a less stressful, more meaningful life. The authors, Jodi Womack and her husband Jason Womack, provide

valuable insights into the psychology of change and how to direct your focus to experience fulfillment at work and in life. The authors share what they know having built a successful executive coaching firm together, as well as facilitating leadership workshops in their home town and more than twenty countries around the world. Contrary to the promise of many self-help/business books, they believe there is no one-size-fits-all recipe for success. Get Momentum teaches you how to make proactive changes based on the solid foundation of your own "quality of life" criteria. Jodi and Jason offer clear, step-by-step guidance on how to define your personal criteria so that you can Get Momentum, improve your life and enhance your career. You will learn how to: Answer the Call (What to do when you say "Someone should do something about this!") Organize a Team and Gain the Perspective of People You Trust Measure Something (Just Not Everything At Once) Experiment Specifically and Practice Deliberately Build Momentum, Recognize Your Wins, and Pay It Forward With kindness, accountability and encouragement, Get Momentum will help you tap into your natural way of being to achieve professional goals and personal experiences that are on your bucket list, living a life you're proud to share with others.

Trump: Think Like a Billionaire

Maria Shriver, Kim Kardashian, Stevie Wonder, Britney Spears . . . Who do they have in common? Top LA divorce lawyer Laura Wasser. If anyone ever had a platform to write a how to divorce book for today's

generation, it's Laura Wasser. She has been practicing in her field for nearly twenty years, represented many of the country's top celebrities and has been celebrated for her unique style, her empathy and her expertise. Wasser's personal and professional life have been profiled by publications like the Los Angeles Times, Vogue and Interview. Most important, her approach and advice is different from almost any other and she articulates it in a simple manner. Laura Wasser addresses an entire generation who want—and need—to handle their breakups differently. It's no secret that the divorce rate in America is more than half the marriage rate. Yet the means for dissolving a relationship often seem hopelessly mired in an outdated perception of how it's supposed to be done. Wasser acknowledges that this generation's realities have evolved greatly since the previous generation's in almost every way, and that they want to get divorced cheaply and efficiently and maintain control of the process themselves. The daughter and partner of a prominent Los Angeles Family Law attorney, she has a deep history in the field, and she knows the available roads to uncontested resolution like nobody else. At times psychologist, at times strategist, and distinctly of this generation, Laura and her book will offer readers safer passage through what can be a devastating time, emotionally and financially.

Sales EQ

"Bibliography found online at tonyrobbins.com/masterthegame"--Page [643].

Pre-Suasion

The successful CEO of the internationally renowned Peak Potentials—who has trained thousands of people to find new jobs, careers, and directions—shares his practical and inspirational program for reinventing yourself, whether you are out of work or want to change your professional trajectory. What would you do in your life if you knew you could not fail? That's the question answered in *Pivot*, a roadmap for embracing your true potential without abandoning your responsibilities or risking your future. As a transformational teacher and the CEO of Peak Potentials, which has trained more than one million people worldwide, Adam Markel can help you leap out of your comfort zone and into the destiny you've always dreamed of. Whether you are transitioning your career, or have been downsized, or believe that your true potential has yet to be fully tapped, *Pivot* is a guide to reinvention for anyone, at any age. With clear-eyed compassion and frank assessments, Adam shares the secrets that will guide you away from fear and toward a powerful new vision for your life. The uplifting stories, introspective prompts, clear step-by-step exercises, and energizing calls to action throughout this remarkable book will guide you through the process of personal and career transformation, from creating a vision and clearing space for change to building a supportive environment and establishing daily rituals that will regenerate your soul. Success and personal fulfillment are within reach! Program your internal GPS to a destination of your wildest imagination—all it takes to

change your path is one right turn.

You Are The One

Customer experience pioneer Jeanne Bliss shows why “Make Mom Proud” companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible. Bliss urges companies to make business personal to earn ardent fans and admirers, by focusing on one deceptively simple question: “Would you do that to your mother?” “Make Mom Proud” companies give customers the treatment they desire, and employees the ability to deliver it. They turn “gotcha” moments into “we’ve got your back” moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the marketplace seeking companies who excel at living their core values, grounded in what we all learned as kids. She offers a five-step plan for evaluating your current behaviors and implementing actions at every level of the organization. Step 1. “Be the Person I Raised You to Be” Understand how you are hiring, developing and trusting employees to bring the best version of themselves to work. Vail resorts, for example, the world's largest ski resort operator, banned the three words “Our policy is” from their vocabulary, freeing employees to take spirited actions to deliver “the experience of a lifetime.” Step 2. “Don’t Make Me Feed You Soap” Learn the eight key frustrations that bind us as customers (waiting, fear, anxiety, the black hole of no communication, etc.) and how to apply

actions from companies who are delivering a seamless, frictionless and easy experience. Step 3. “Put Others Before Yourself” Determine if your focus is on helping customers achieve their goals – and evaluate how that is fueling your growth. Canada's Mayfair Diagnostics, for example, spent over a year studying the emotions of patients entering an imaging clinic, so they could redesign their welcome to deliver warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time. Step 4. “Take the High Road” Learn how companies who do the right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader's Choice Awards, walked away from price gouging at the mini bar, so you'll never pay more for that Snickers bar than what you'd pay at the corner market. Step 5. “Stop the Shenanigans!” Evaluate your current company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more than 85 companies, this is a practical and easy to follow guide for your experience and culture transformation. Filled with comics to snapshot our experiences as customers, a “mom lens” to reflect continuously on your performance, and a “make-mom-proud-ometer” quiz – the book makes Bliss’s approach accessible and approachable. Join the movement to #MakeMomProud by applying this book across your organization. Whether you're contemplating your company's returns policy, its social media presence, or its big-picture strategy, this approach will help your company anticipate both employee and customer needs, extend patience, and show respect at all times.

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