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KEY=MANIFESTO - KAISER TANYA

The Win Without Pitching Manifesto Burn Your Portfolio Stuff they don't teach you in design school, but should

New Riders It takes more than just a design school education and a killer portfolio to succeed in a creative career. **Burn Your Portfolio** teaches the real-world practices, professional do's and don'ts, and unwritten rules of business that most designers, photographers, web designers, copy writers, programmers, and architects only learn after putting in years of experience on the job. Michael Janda, owner of the Utah-based design firm Riser, uses humor to dispense nugget after nugget of hard-won advice collected over the last decade from the personal successes and failures he has faced running his own agency. In this surprisingly funny, but incredibly practical advice guide, Janda's advice on teamwork and collaboration, relationship building, managing clients, bidding work, production processes, and more will resonate with creative professionals of all stripes.

Managing (right) for the First Time

A Field Guide for Doing it Well

RockBench Publishing Corp **Managing (Right) for the First Time** is intended as a field guide for first time managers, or for managers who want to begin doing a better job. The author worked closely with 600+ companies and interviewed more than 10,000 employees, then summarized the findings in an interesting and eminently readable form. Read this book and you're likely to understand management and leadership like you never have before, but also learn very practical steps toward becoming a better manager and leader.

Creative Strategy and the Business of Design

Simon and Schuster **The Business Skills Every Creative Needs!** Remaining relevant as a creative professional takes more than creativity--you need to understand the language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. **Creative Strategy and the Business of Design** fills that void and teaches left-brain business skills to right-brain creative thinkers. Inside, you'll learn about the business objectives and marketing decisions that drive your creative work. The curtain's been pulled away as marketing-speak and business jargon are translated into tools to help you:
 Understand client requests from a business perspective
 Build a strategic framework to inspire visual concepts
 Increase your relevance in an evolving industry
 Redesign your portfolio to showcase strategic thinking
 Win new accounts and grow existing relationships
 You already have the creativity; now it's time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do.

Inbound PR

The PR Agency's Manual to Transforming Your Business With

Inbound

John Wiley & Sons The digital era's new consumer demands a new approach to PR. **Inbound PR** is the handbook that can transform your agency's business. Today's customer is fundamentally different, and traditional PR strategies are falling by the wayside. Nobody wants to feel "marketed to;" we want to make our own choices based on our own research and experiences online. When problems arise, we demand answers on social media, directly engaging the company in front of a global audience. We are the most empowered, sophisticated customer base in the history of PR, and PR professionals must draw upon an enormous breadth of skills and techniques to serve their clients' interests. Unfortunately, those efforts are becoming increasingly ephemeral and difficult to track using traditional metrics. This book merges content and measurement to give today's PR agencies a new way to build brands, evaluate performance and track ROI. The ability to reach the new consumer, build the relationship, and quantify the ROI of PR services allows you to develop an inbound business and the internal capabilities to meet and exceed the needs of the most demanding client. In this digital age of constant contact and worldwide platforms, it's the only way to sustainably grow your business and expand your reach while bolstering your effectiveness on any platform. This book shows you what you need to know, and gives you a clear framework for putting numbers to reputation. Build brand awareness without "marketing to" the audience. Generate more, higher-quality customer or media leads. Close the deal and nurture the customer or media relationship. Track the ROI of each stage in the process. Content is the name of the game now, and PR agencies must be able to prove their worth or risk being swept under with obsolete methods. **Inbound PR** provides critical guidance for PR growth in the digital era, complete with a practical framework for stimulating that growth.

Pricing with Confidence

10 Ways to Stop Leaving Money on the Table

John Wiley & Sons Bad pricing is a great way to destroy your company's value, revenue, and profits. With ten simple rules, this book shows you how to deliver both healthy profit margins and robust revenue growth while kicking the dreaded discounting habit. The authors destroy the conventional wisdom that you have to trade margins for revenues and show you how to fully exploit the value your company offers customers. This is a proven plan for increasing sales without sacrificing profits.

Brand by Hand

Blisters, Calluses, and Clients: A Life in Design

Abrams Brand by Hand documents the work, career, and artistic inspiration of graphic designer extraordinaire Jon Contino. Jon is a born-and-bred New Yorker. He talks like one, he acts like one, and most importantly, he designs like one. He is the founder and creative director of Jon Contino Studio, and over the past two decades, he has built a massive collection of award-winning graphic-design work for high-profile clients such as Nike, 20th Century Fox, and Sports Illustrated. Throughout all of this, he has gone to design hell and back, facing obstacles like fear, self-doubt, and bad luck. Brand by Hand documents the work and career of Jon Contino, exploring his lifelong devotion to the guts and grime of New York and cementing his biggest artistic inspirations, from hardcore music to America's favorite pastime. A graphic-design retrospective showcasing his minimalist illustrations and unmistakable hand-lettering, Brand by Hand shares how Contino has taken a passion for pen and ink and turned it into an expanding empire of clients, merchandise, and artwork.

Consulting Success

The Proven Guide to Start, Run and Grow a Successful Consulting Business

Consulting Success How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business.

Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a

month - And much, much more

The Brand Gap, Revised Edition

Peachpit Press **THE BRAND GAP** is the first book to present a unified theory of brand-building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a “charismatic brand”—a brand that customers feel is essential to their lives. In an entertaining two-hour read you’ll learn: • the new definition of brand • the five essential disciplines of brand-building • how branding is changing the dynamics of competition • the three most powerful questions to ask about any brand • why collaboration is the key to brand-building • how design determines a customer’s experience • how to test brand concepts quickly and cheaply • the importance of managing brands from the inside • 220-word brand glossary From the back cover: Not since McLuhan’s **THE MEDIUM IS THE MESSAGE** has a book compressed so many ideas into so few pages. Using the visual language of the boardroom, Neumeier presents the first unified theory of branding—a set of five disciplines to help companies bridge the gap between brand strategy and customer experience. Those with a grasp of branding will be inspired by the new perspectives they find here, and those who would like to understand it better will suddenly “get it.” This deceptively simple book offers everyone in the company access to “the most powerful business tool since the spreadsheet.”

F*cking Good Content

Your content's probably shit. Don't panic. You're not alone. Most people, and companies for that matter, produce content that's about as effective as a crepe paper condom. Take a look at the social accounts of brands. At company blogs. At promoted content that appears on your feeds. The majority of the stuff you look at will have very little engagement, and from the engagement the content did get, very little of it will be from that company's ideal customer. Why? Because it's probably one of two things (or often both). It's either more boring than bird watching with Bill Oddy, or it's trying to sell something. And nobody wants to be sold to. So how do you make sure your content stands out? How do you use your social accounts, blogs and eBooks to drive new customers? Well, you're about to read the thoughts of content marketer, Dan Kelsall. He swears a lot, comes up with fucking weird analogies, and makes highly inappropriate jokes. But he knows his stuff and, in a world where people are crippled by a fear of being truly honest, he says it how it is. He may not be everyone's cup of tea, but when it comes to building a personal brand, and writing engaging content, his techniques and tips can work for anyone. This book is a refreshingly raw take on content marketing, with just one simple aim: To help you transform your mindset and start creating fucking good content.

Bigger Than This

How to Turn Any Venture Into an Admired Brand

Bigger Than This is a quick read about the deceptively difficult task of turning your venture into an admired brand. Inspired by a new wave of commodity brands that is winning hearts, using the eight traits and their commandments in this book will guide you to your specific path to turning your venture into a more beloved brand.

The Positioning Manual for Indie Consultants

Find the Strategic Beachhead That Will Amplify Your Visibility, Momentum, Impact, and Profit

(New 7x10 trim size of paperback)

Pocket Full of Do

Responsive Web Design with Adobe Photoshop

Adobe Press For a couple of decades now, designers have used Photoshop to mock up Web page designs. However, that work generally results in a static graphic of the page, which has to be translated by a developer into the components of a Web page: HTML files and Web-compatible image files. Our multi-device world has shown us that this approach to web design, including full-page comps done in Photoshop, is increasingly problematic. Modern web designers are adopting a new approach: creating flexible web pages whose layout can adapt to suit the screen on which they are displayed. This is “Responsive Web Design” [RWD]. Until now, books on designing responsive Web sites have focused on HTML and CSS - in other words, they've been very code-centric, and visual creativity seems to

take a back seat. This new book is aimed at the visual Web designer who's accustomed to working in Photoshop. Adobe Photoshop CC contains many new features that help streamline the process of converting a static page design to a set of components for a responsive web page. Dan Rose is one of the best-known advocates of this new way of working in Photoshop. He's observed that only a few people are talking about Photoshop for RWD constructively, yet a majority (63% as of his last informal poll) of web designers are using Photoshop for more than simple asset creation. This transition is a pain point for many designers. His new book will balance coverage of conceptual issues (how to fit tools like Photoshop to the design workflow rather than fitting a workflow to the tools) with practical design exercises tailored to help communicate the overall design direction of the page while respecting the needs of the fluid Web. In addition, he will introduce methods for taking HTML back into Photoshop for further refinement.

Socratic Selling: How to Ask the Questions That Get the Sale

McGraw Hill Professional Build a relationship with your customers and close the sale more surely. The Socratic approach respects the power of the customer. The customer has the need, the power, and the decision-making authority. Socratic Selling shows you how to access that power, to cooperate with it, and to make it work for you. Inside you will discover how to: Open a sales dialogue dynamically, so that you and your customer go right to the heart of the matter Guide the dialogue through a discovery of needs and needed decisions Negotiate objections, and close effectively Uncover the motivators that move sales to more predictable closure

How To Win Work

The architect's guide to business development and marketing

Routledge You are a great designer, but no-one knows. Now what? This indispensable book, written by one of the most influential marketers in architecture, will demystify Public Relations and marketing for all architects, whether in large practices or practicing as sole practitioners. It bridges the distance between architects and marketing by giving practical tips, best practice and anecdotes from an author with 20 years' experience in architecture marketing. It explains all aspects of PR and Business Development for architects: for example, how to write a good press release; how to make a fee proposal; how to prepare for a pitch. It gives

examples of how others do it well, and the pitfalls to avoid. In addition, it discusses more general aspects which are linked to PR and BD, such as being a good employer, ethics for architects and the challenges when working abroad. Featuring vital insights from a wide variety of architects, from multinational practices to small offices, this book is an essential companion to any architectural office.

Pattern Discrimination

Meson Press How do "human" prejudices reemerge in algorithmic cultures allegedly devised to be blind to them? How do "human" prejudices reemerge in algorithmic cultures allegedly devised to be blind to them? To answer this question, this book investigates a fundamental axiom in computer science: pattern discrimination. By imposing identity on input data, in order to filter--that is, to discriminate--signals from noise, patterns become a highly political issue. Algorithmic identity politics reinstate old forms of social segregation, such as class, race, and gender, through defaults and paradigmatic assumptions about the homophilic nature of connection. Instead of providing a more "objective" basis of decision making, machine-learning algorithms deepen bias and further inscribe inequality into media. Yet pattern discrimination is an essential part of human--and nonhuman--cognition. Bringing together media thinkers and artists from the United States and Germany, this volume asks the urgent questions: How can we discriminate without being discriminatory? How can we filter information out of data without reinserting racist, sexist, and classist beliefs? How can we queer homophilic tendencies within digital cultures?

The Psychology of Graphic Design Pricing

Price Creative Work with Confidence. Win More Bids. Make More Money.

Independently Published Learn how to price creative work with confidence. Win more bids. Make more money. When it comes to pricing their work, far too many freelance designers and agencies merely guess what to charge their clients. As a result, profitable projects have as much to do with luck as they do anything else. In *The Psychology of Graphic Design Pricing*, you'll learn how to take luck out of the equation by calculating the cost to

produce your work, understanding its market value, and extracting your client's budget. These three variables are used in a pricing spectrum, empowering you to price your work with confidence and profitability in every project opportunity. This book will teach you how to calculate your production costs, understand market value, extract your client's budget, bid with the right project price, and increase your profitability.

Contagious You: Unlock Your Power to Influence, Lead, and Create the Impact You Want

McGraw Hill Professional The much-anticipated follow-up to *Contagious Culture* shows aspiring leaders how to embody the qualities they wish to cultivate in their organizations. In *Contagious Culture*, Anese Cavanaugh proved that it's possible to create an energized and engaged organizational culture that spreads from person to person. Now, in *Contagious You*, she hones in on the individual, showing us how each of us is contagious in our own way and stressing the importance of leading with intention to achieve positive results. For anyone who's sought to create change, or felt sucked into the drama and chaos of a toxic work environment, this book will advance the notion that everyone at an organization is a leader - for good or for bad - and that leaders have tremendous power to influence those who follow their example. The quality of our leadership is based upon our intentions, energy, and presence. By emphasizing authorship, self-care, and response-ability (not responsibility) as leadership skills and therefore cultural amplifiers, *Contagious You* shows you how to walk the path of more effective leadership while navigating the road blocks in your way. Whether these road blocks are working with negative co-workers with secret agendas and unrealistic expectations, or just the general "busyness" of life and its excessive demands, this book will take you on a journey to create more space, more courageous leadership, and stronger collaboration to influence others and create the impact you desire. The common denominator is YOU. No matter what level you're on, your intentions, energy, and presence impact your ability to do anything within your life. *Contagious You* is an invitation to UNLOCK your own power. YOU set the tone. YOU are the culture. So show up, lead, and intentionally become the change you wish to see.

The Freelance Manifesto

A Field Guide for the Modern Motion Designer

Designing beautiful boards and making smooth animation come naturally to us Motion Designers. It's what we're good at. However, designing the career we want, with the freedom, flexibility, and pay we crave, that's more difficult. All of the above is within your grasp if you're willing to take the plunge into freelancing. School of Motion founder Joey Korenman worked in every kind of Motion Design role before discovering that freelancing offered him not only more autonomy but also higher pay, less stress, and more creativity. Since then, he's taught hundreds of School of Motion students his playbook for becoming a six-figure freelancer. Now he shares his experience and advice on breaking out of the nine-to-five mold in this comprehensive and tactical handbook. **The Freelance Manifesto** offers a field guide for Motion Design professionals looking to make the leap to freelance in two clear and concise parts. The first examines the goals, benefits, myths, and realities of the freelance lifestyle, while the second provides future freelancers with a five-step guide to launching and maintaining a solo business, including making contact, selling yourself, closing the deal, being indispensable, and becoming a lucrative enterprise. If you're feeling stifled by long hours, low-paying gigs, and an unfulfilling career, make the choice to redesign yourself as a freelancer—and, with the help of this book and some hard work, reclaim your time, independence, and inspiration for yourself.

Implementing Value Pricing A Radical Business Model for Professional Firms

John Wiley & Sons Praise for IMPLEMENTING VALUE PRICING A Radical Business Model for Professional Firms "Ron Baker is the most prolific and best writer when it comes to pricing services. This is a must-read for executives and partners in small to large firms. Ron provides the basics, the advanced ideas, the workbooks, the case studies—everything. This is a must-have and a terrific book." —Reed K. Holden founder and CEO, Holden Advisors, Corp., Associate Professor, Columbia University www.holdenadvisors.com "We've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writer—he's a mover and a shaker on a mission. This is the End of Time! Brilliant." —Paul Dunn Chairman, B1G1® www.b1g1.com "Implementing Value Pricing is a powerful blend of theory, strategy, and tactics. Ron Baker's most recent

offering is ambitious in scope, exploring topics that include economic theory, customer orientation, value identification, service positioning, and pricing strategy. He weaves all of them together seamlessly, and includes numerous examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to me—and to my customers—have been immediate, significant, and ongoing." —Brent Uren Principal, Valuation & Business Modeling Ernst & Young®
www.ey.com "Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. Implementing Value Pricing is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, Revenue Management: Hard-Core Tactics for Market Domination

Scramble

How Agile Strategy Can Build Epic Brands in Record Time

The 7 Secrets to Selling More by Selling Less:the Ultimate Guide to Reinventing Your Sales Life

It's time to reinvent your sales life...Your sales career is good, but not great. Your customers like you but don't love you. Every potential customer does not want to talk to you (the salesperson), even if they need your product or service. You keep reading the same sales books and listening to the same CD's and podcasts. Everyone is telling you to do the same old things. You're ready to make a change. In his trailblazing and wonderfully refreshing book, Allan Langer takes on the outdated, overused and utterly ineffective sales philosophies of the past and kicks them to the curb. Today's customer's do not want a sales pitch, do not want to be coerced, and absolutely do not want to be "closed." In this book, you will learn: To

sell more than you ever have in your career; to sell customers a product or service and actually feel good about yourself doing it; and to never use a "sales pitch" again. The 7 Secrets is your GPS with a new destination, a new route that will take you from where you are now, to a new place on your personal map that will change your life and the life of your loved ones. It will also change the life of your customers, as they will go from hating salespeople, to only wanting to do business with you. Whether you are brand new in the profession, or a seasoned veteran, 7 Secrets will be the best investment you can make in your career, and in yourself.

Talent Chooses You

Hire Better with Employer Branding

If you want your business to grow, you need to be able to rely on your ability to hire talent reliably and consistently. No talent pipeline? No growth, and no business. But your recruiting team is drowning (I asked them). They need help. Now, if you ask recruiters, they will ask for headcount. Or more technology. But more bodies and more tools won't solve the issue (though it will eat up your budget). What you need is a better strategy. And that strategy is called employer branding. Employer branding is about understanding, distilling and communicating what your company is all about in order to attract all the talent you need. That will differentiate your company as a place where people will want to work, rather than a place they land because they didn't know better. If you've heard about employer branding in business magazines, it might seem like something only "big companies" can do. Something that requires a dedicated team, expensive platforms, or a bunch of consultants. That isn't true. If you understand where your brand comes from, and how to apply it, any company (especially yours) can hire better with it. And this book will teach you how to do all of that, and then some. In this book, you'll learn what employer branding really is, how to make a compelling argument internally to leadership that creates commitment, how to work with other teams and be creative in finding solutions. As a special bonus, we are including a handbook on how to work with recruiting teams. This hands-on workbook is chock full of examples, checklists, step-by-step instructions and even emails you can copy and paste to make things happen immediately.

Zag

The Number-one Strategy of High-performance Brands : a Whiteboard Overview

Peachpit Press In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, outmanoeuvre, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, *The Brand Gap* (AIGA/New Riders), Neumeier showed companies how to bridge the distance between business strategy and design. In his latest book *Zag*, he illustrates the first big step in building a high-performance brand-radical differentiation.

Trustworthy

How the Smartest Brands Beat Cynicism and Bridge the Trust Gap

Page Two In today's economy, marketers need a new strategy to earn trust, act with transparency, and help consumers and citizens make confident decisions. But undermining confidence is cynicism: it erodes trust in the media, government, public institutions, and consumer brands. To regain the trust of consumers and citizens, marketers talk about empathy and authenticity. But how do you get beyond those buzzwords? Give more control to your audience--and they'll put more trust in you. It might be a scary proposition, but trading control for confidence fuels a surprising range of high-performing organizations. Airbnb, Zoom, the FBI, TED, the United Kingdom Government Digital Service, The New York Times, America's Test Kitchen, local election commissions, and other organizations have all embraced strategies of content and design that transform their audiences into empowered decision-makers. Smart organizations teach their audiences to evaluate product options, engage in continuous self-education, and make more informed choices. Examining what works among these teams of all stripes and sizes, content strategy expert Margot Bloomstein casts a broad net to capture the experiences of copywriters, designers, creative directors, and CMOs--people who work to build trust through imagery, editorial style, storytelling, and retail design. In an actionable framework focused on voice, volume, and vulnerability, this book will teach you how to employ concrete tactics to help your brand regain trust, respect, and customer loyalty. Lead your organization and

audience from cynicism toward something far more productive: hope.

Logo Design Love

A Guide to Creating Iconic Brand Identities

New Riders There are a lot of books out there that show collections of logos. But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar

In *Logo Design Love*, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25 practical design tips for creating logos that last

Living the Dream

Putting your creativity to work (and getting paid)

New Riders *Living the Dream* is a business book for creative people. It provides the insights and action steps they need to confidently put their skills and passions to work, to make the best business decisions possible, all in service of the ultimate goal--to make a living doing what they love. This inter-disciplinary, no-holds barred guidebook is for emerging and

established creative small business owners. It delivers management, marketing ideas, and principles that can make independent creative work stress free and financially rewarding. Living the Dream is void of useless references to big companies, celebrity CEOs, or industry inbreeding. Instead, it gives creative people the real goods on proven business-building strategies without all the mumbo jumbo. This powerhouse of a book is focused on how to be successful and creative as a freelancer or small business owner. Through interviews, case studies, and features, the industry pros and subject matter experts provide the wisdom, objectivity, and context that creatives need. It's all about being creative and getting paid.

Chanakya in You

Adventures of a Modern Kingmaker

Jaico Publishing House Chanakya in You is the charming, lighthearted yet profound tale of a man inspired by his grandfather to seek the wisdom of the Arthashastra. Journey with a modern-day disciple of Chanakya as he goes from being an aimless youth to the richest man in the world, inspiring a whole nation to take up study of Sanskrit and ancient Indian literature for business success. Interestingly, this book does not have a single character with a name. The story is about you and your journey through life. While you flip through the pages, you may well find yourself walking the hero's path to bring out the Chanakya inside you. The book can be read by a parent or a young adult, by a business tycoon or an academic scholar, with equal ease and interest. This is a book for the people; a book that makes you think. Don't put it down until you discover the Chanakya in You! Radhakrishnan Pillai, has an MA in Sanskrit and is a certified explorer of the magic of Chanakya and the Arthashastra. After the runaway success of his first book Corporate Chanakya, followed by a second bestseller, Chanakya's 7 Secrets of Leadership, Pillai brings Chanakya to life in his business fiction Chanakya in You. He can be reached at [Twitter@rchanakyapillai](https://twitter.com/rchanakyapillai) and Facebook : /RadhakrishnanPillaiOfficial

101 Things I Learned ® in Business School

Grand Central Publishing 101 THINGS I LEARNED® IN BUSINESS SCHOOL will cover a wide range of lessons that are basic enough for the novice business student as well as inspiring to the experienced practitioner. The unique packaging of this book will attract people of all ages who have always wondered whether business school would be a smart career choice for them. Judging by the growing number of people taking the GMATs (the

entrance exam for business school) each year, clearly more people than ever are thinking about heading in this direction. Subjects include accounting, finance, marketing, management, leadership, human relations, and much more - in short, everything one would expect to encounter in business school. Illustrated in the same fun, gift book format as **101 THINGS I LEARNED® IN ARCHITECTURE SCHOOL**, this will be the perfect gift for a recent college or high school grad, or even for someone already well-versed in the business world.

Miseducation

Inequality, Education and the Working Classes

Policy Press This book brings Brian Jackson and Dennis Marsden's pioneering *Education and the Working Class* from 1962 up to date for the 21st century and reveals what we can do to achieve a fairer education system.

Follow Every Rainbow

The Inspiring Stories of 25 Women Entrepreneurs Whose Gentle Touch Created Strong Business

Westland

SYSTEMology

Create Time, Reduce Errors and Scale Your Profits with Proven Business Systems

Systemology Whether you've tried to systemise in the past or not, **SYSTEMology** provides a revolutionary approach to small business systems.

The Brand Therapy Book: Key Branding Lessons to Save Time and Money While Winning Hearts and Minds.

Brandtro A collection of swift and actionable thoughts on branding that any entrepreneur or marketer can use to craft better brands. From strategy and naming guidance to directions on how to gain visual and verbal brand clarity, acclaimed brand strategist Fabian Geyrhaltter invites readers to pick up this small book that's big on advice regularly to gain and hold onto brand focus.

Productize

The Ultimate Guide to Turning Professional Services Into Scalable Products

Vecteris Many professional services businesses want to create more scalable services and solutions but they often lack the tools and capabilities to successfully transition from a customized services model to a scalable solutions and products model. Productize outlines the unique pitfalls that professional services organizations face when they embark on a strategy of creating more scalable, often tech-enabled, products and services and it provides you with the tactics and tools to overcome these pitfalls. It is designed to be a practical playbook for any leader of a professional services business who wants to successfully accelerate growth. Productize draws on the 25+ years of experience that Eisha Armstrong has in successfully creating, launching and growing productized services. Eisha knows what works and what doesn't and she is passionate about making sure organizations learn from each other and avoid reinventing the wheel. Productize includes real-life case studies and stories featuring professional services leaders who have successfully led their organizations to create more scalable services and products. It also includes more than two dozen tools and templates to help your team implement the tactics so you don't have to start from scratch. In this book, you'll learn: 1) How to turn shift your culture to embrace a product

mindset2) The capabilities you to be successful and whether or not you should acquire them or grow them internally3) How much money to invest in exploring and building more scalable solutions and products4) How to ensure there is a viable market for your product idea5) How to sequence investments in new product development6) How to successfully source and work with developers and data scientists7) How to inexpensively test your ideas before investing in development8) How to win the hearts and minds of your sales team to ensure your new products are commercially successful
Bonus: Key point summaries at the end of each chapter to help you lock in what you learn
Bonus: More than two dozen tools and templates to help your team implement the tactics so you don't have to start from scratch.

Create and Orchestrate: The Path to Claiming Your Creative Power from an Unlikely Entrepreneur

Creative Power When Marcus Whitney moved to Nashville in 2000, he was a college dropout with a one-year-old and a baby on the way. He waited tables and lived in a week-to-week efficiency hotel. From the outside, Marcus looked like the furthest thing from a budding entrepreneur. But inside, he knew entrepreneurship was his path to a better life. Two decades later, Marcus has founded two innovative companies in the healthcare space, exited a tech marketing company, and co-owns Nashville's new Major League Soccer team. In **Create and Orchestrate**, Marcus walks you through his unlikely journey from waiting tables to building companies. He demystifies much of what keeps people from pursuing entrepreneurship and explains why it's the only vocation that allows you to control your time by using your creativity. When you control your time, you can claim your full power by matching up what you're great at with the problems you see in the world. The world needs more entrepreneurs who can offer fresh solutions. **Create and Orchestrate** will give you the confidence to say: **Why not me?**

Asper Nation

Canada's Most Dangerous Media Company

The second generation of Aspers that now runs Canada's largest news media company is much like the first. Israel "Izzy" Asper's three children

often appear in today's headlines. David is bidding to buy the Winnipeg Blue Bombers football team. Gail heads fundraising efforts for the new Canadian Museum of Human Rights. Leonard sits in his father's place as head of CanWest Global Communications. Like its founder, they also use their media empire to influence public opinion. Asper Nation explains why Canadians should be concerned about where the country's first family of news media is coming from, politically. Izzy Asper was an oddity as a Liberal politician in the 1970s. Fiscally, he was to the right of most Conservatives. As a nationally syndicated newspaper columnist, he called for a flat tax and "workfare." As a best-selling author, he helped thwart a plan to shift Canada's tax burden from the middle class onto corporations. But when Asper took his policies to Manitobans as Liberal leader in 1973, he was soundly defeated. Asper got into the television business instead and built Canada's third network. Asper made CanWest the country's most profitable broadcaster by feasting on regulations that encouraged the importation of cheap American programming. He took his formula to the world in the 1990s, buying television networks in New Zealand, Australia, and Ireland. Then in 2000, Asper pioneered media "convergence," buying Canada's largest newspaper chain from Conrad Black. Southam dailies were soon ordered to run "national" editorials written at CanWest Global headquarters in Winnipeg. This corporate news control brought protest from journalists and two government inquiries. Neither resulted in long-sought limits on media ownership, however. Marc Edge offers a compelling account of the political perils involved in allowing the Asper family to dominate Canadian media.

The Ultimate Trading Risk Management Guide

Independently Published The best trades usually reward you by showing that the trade will be a winner from the start. The worst trades usually go against you immediately, and this is especially true for traders on shorter time frames. The only reason to trade is in the pursuit of profits. If you're not making money in a system over a long period of time, what's the point? Are you ready to learn some of the best risk management strategies in trading? Join thousands of other traders and learn from Steve Burns from New Trader U, with more than 25 years of trading success. In this book you'll learn the importance of risk management and how you can't survive without it!

The Decision Book: 50 Models for

Strategic Thinking

W. W. Norton & Company A short, sharp guide to tackling life's biggest challenges: understanding ourselves and making the right choices. Every day offers moments of decision, from what to eat for lunch to how to settle a dispute with a colleague. Still larger questions loom: How can I motivate my team? How can I work more efficiently? What is the long tail anyway? Whether you're a newly minted MBA, a chronic second-guesser, or just someone eager for a new vantage point, *The Decision Book* presents fifty models for better structuring, and subsequently understanding, life's steady challenges. Interactive and thought-provoking, this illustrated workbook offers succinct summaries of popular strategies, including the Rubber Band Model for dilemmas with many directions, the Personal Performance Model to test whether to change jobs, and the Black Swan Model to illustrate why experience doesn't guarantee wisdom. Packed with familiar tools like the Pareto Principle, the Prisoner's Dilemma, and an unusual exercise inspired by Warren Buffet, *The Decision Book* is the ideal reference for flexible thinkers.

Contagious Culture: Show Up, Set the Tone, and Intentionally Create an Organization that Thrives

McGraw Hill Professional GET INSPIRED. GET EXCITED. GET RESULTS. A proven approach to corporate culture that's positively contagious You are about to enter a new era of leadership. With more competition, more connectedness, and more opportunities than ever before, this exciting new era demands a workplace culture that is collaborative, productive, energized, and contagious. A culture that encourages extraordinary growth and innovation. A culture that starts with you—showing up, setting the tone, and lighting the fire... This book is about answering that call and setting yourself up for success. It's about improving your leadership presence and your impact, not just on others but yourself. It's about creating the space you need to share your vision, state your intention, and jump-start your team. It's about working yourself over—from the inside out—so you can become the strong, effective, inspiring leader you know you can be. This is *Contagious Culture*, a game-changing guide to transforming corporate culture from within, developed by the award-winning creator of *The IEP Method* to strengthen your "Intentional Energetic Presence." This is more than a leadership book—this is your future calling. Award-winning organizational advisor Anese Cavanaugh reveals the secrets of IEP—Intentional Energetic Presence—for

transforming your workplace and your life. The key to any company's success lies in its culture. This game-changing guide shows you how to shape and revitalize this culture—by setting the tone, engaging the team, and creating a dynamic working environment that encourages growth, productivity, and innovation. It all starts with you... Using the book's unique IEP Method, you can: Be the kind of leader people want to follow—not have to follow Craft your intention—and make a real impact Unleash your energy—and watch it spread like wildfire Unlock greater collaboration in your teams—and greater leadership in your people Show up for Others—by setting yourself up for success Bring out the best in everyone—including yourself Create a contagious work culture that people want to catch! With these proven step-by-step techniques, you can take control of the culture you work in and build a healthier, more functional environment—from the inside out. You'll find helpful transformative tools and exercises for improving collaborations, opening communications, and implementing changes. You'll discover the best methods for handling the toughest challenges, whether it's hiring and firing, strategizing and organizing, busyness or burnout. Best of all, you'll learn how to enhance your "Intentional Energetic Presence" (IEP) so you'll always be fully present, purposeful, and prepared to share your vision with infectious energy and enthusiasm. Contagious Culture is so much more than a leadership guide. It's a complete cultural mind-shift that's not only exciting for you and your team—it's absolutely, positively contagious.