



BusinessSummaries

[HOME](#)[TESTIMONIALS](#)[FAQs](#)[LOG-OUT](#)[CONTACT US](#)**SEARCH**

Search by : author, title, content

MEMBERSHIP SITE

- [Main Area](#)

SUMMARIES

- [By Author](#)
- [By Category](#)
- [By Date Released](#)
- [By Title](#)

SUBSCRIBER RESOURCES

- [Member Resources](#)
- [Change Your Account Settings](#)

BONUSES

- [Inside the Guru Mind](#)
- [Other Bonuses](#)
- [Best Summaries](#)

LATEST BOOK SUMMARY**Outfluence****The Better Way to Influence**

By Al Betz
Silverbear Graphics, 2008
ISBN 978-0-9778070-7-9
308 pages

THE BIG IDEA

"Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior." - Marshall McLuhan

This quote underlines a truth that seems evident, yet few of us really think about the deeper meaning of how much influence is exerted upon us from our environment, seemingly many times without our conscious consent. When most people think of influence, they think of something

Executive Openings!
\$80,000 to \$500,000+

Be considered at growth firms
and Fortune 1000 companies!

Title**Author****Category****Date Released****Bonuses****0 - 9****A - F****G - M****N - S****T - Z****BOOK TITLES: G - M**

■ Getting Everything You Can Out of All You've Got

21 Ways You Can Out-Think, Out-Perform and Out-Earn the Competition

Jay Abraham

St. Martin's Press 2001

ISBN 0312204655

384 pages

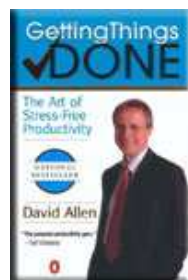


pdf mp3 ppt pda html

Believe it or not, it is easy to create new opportunities for building wealth. In fact, unseen opportunities are passing you by everyday. The only thing you need to do is to look at these overlooked opportunities with fresh eyes and capitalize on them.

Marketing genius Jay Abraham shares with you a program that will help you reach the pinnacle of success. Using the strategies he has utilized as a top advisor to some of America's top corporations, Jay teaches you how to spot hidden assets and how to use untapped resources to maximize your career and increase your income.

[Click here to view the book summary >>](#)



■ Getting Things Done

2How To Achieve Stress-Free Productivity

David Allen

Piatkus Books Ltd; London, 2001

ISBN 0-7499-2264-8

267 pages



pdf mp3 ppt pda html Map mpeg video video audio

From the moment we wake up until the time we go to bed, most of us have an overwhelming number of things to do everyday, at home, at school, at work. We have to go at a hurried pace just to get everything done, and sometimes we feel that we have too much to handle and our lives are getting out of our control. We get home tired, stressed out and worried about the things we failed to do and all the other things that we have yet to do the next day.

"Getting Things Done" by David Allen describes an "incredibly practical process that can help busy people regain control of their lives", become more relaxed, and still get everything done. He provides systems, tools, insights, and tips on how to accomplish more with less effort, be happier and more successful individuals.

[Click here to view the book summary >>](#)

wielded by those with authority, money, clout — who also usually possess an agenda of their own.

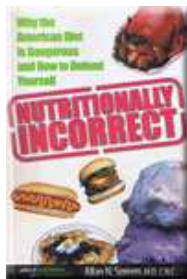
There is a better way if you feel you don't have all the authority, money, or clout you need to effect real, positive change. Applied consciously, it creates a powerful, irresistible message that promotes growth in personal lives, relationships and businesses.

It's called Outfluence.

Outfluence turns conventional thinking about influence upside down—making a powerful force available to anyone who chooses to use it.

[more details >>](#)

Best Summaries Book of the Week



The New Dare to Discipline Why the American Diet is Dangerous and How to Defend Yourself

By Allan N. Spreen, M.D., C.N.C.
Synergy Books International
ISBN 983-136-551-8
237 pages

DOWNLOAD INSTRUCTION

To conveniently access our different summary formats, you may download them directly to your personal files.

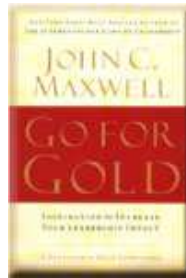
- Just move your mouse pointer over any selected link or item.
- Right-click
- Select "Save Target As".

CORPORATE LICENSING

■ Do you know you can increase workplace productivity **INSTANTLY** using business book summaries?

■ Implement a company-wide book summary access. **Download** our white paper on "[Book Summaries Can Increase Workplace Productivity](#)".

Join us at Facebook and other networking sites!



■ Go for Gold

Inspiration to Increase Your Leadership Impact

By John C. Maxwell
Thomas Nelson, Inc. 2008
ISBN 978-1-4002-8037-7
206 pages

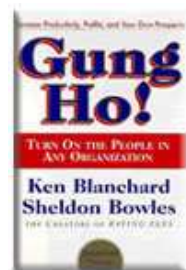


If you've read any of John C. Maxwell's books on leadership, you know that leadership is developed daily, not in a day. That's why he's written *Go for Gold*, a daily companion to *Leadership Gold*. It's designed to help supercharge your growth as a leader.

Go for Gold offers daily bite-sized leadership lessons taken from Dr. Maxwell's catalog of leadership and personal development books.

Organized into twenty-six weekly lessons with space for you to jot down notes from your own leadership journey, *Go for Gold* will help you jump-start your leadership growth with wisdom and best practices from John C. Maxwell.

[Click here to view the book summary >>](#)



■ Gung Ho!

Increase Productivity, Profits, and Your Own Prosperity

By Ken Blanchard and Sheldon Bowles
Harper Collins Business, 1998
ISBN 0 00 653068 0



From a classic story about a plant called Walton Works #2, here are invaluable management lessons on increasing productivity by fostering high morale. It will work for any type of organization! Based on three core ideas: work must be seen as important, workers must be in control of their own production, and managers must cheer workers on. This is a tried and tested Native American recipe for surefire success. Follow the step-by-step game plan to implementing each idea, and boost your company's profit, energy, enthusiasm and performance!

[Click here to view the book summary >>](#)



■ Guts!

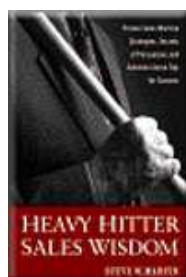
Companies that Blow the Doors off Business as Usual

By Kevin and Jackie Freiberg
Doubleday & Company, Inc. 2003
ISBN: 0385509618
278 pages



Truly enlightening is the discovery that while these companies belong to diverse industries, their brand of gutsy leadership, culture and philosophy share a common thread and are the very reasons for their remarkable success despite a very challenging business environment. The Freibergs unravel seven gutsy secrets that is nothing too complex that cannot be replicated by other companies. Nevertheless these qualities require lots of guts to copy and hence, can only be role-modeled by truly gutsy organizations.

[Click here to view the book summary >>](#)



■ Heavy Hitter Sales Wisdom

Proven Sales Warfare Strategies, Secrets of Persuasion, and Common-Sense Tips for Success

By Steve W. Martin
John Wiley & Sons, 2006
ISBN-13: 978-0-470-05231-0, ISBN-10: 0-470-05231-7
262 pages



Every week my emails reach over 80,000 businesspeople because of my book summary services. I'm doing a grand experiment and inviting everyone to network with me at Facebook.

[Here's my Facebook page's link:](#)



What's in it for you? My contacts now become your contacts. If you're selling something, looking for a job, looking for investors, or simply looking for more business contacts, then you can take advantage of my contacts.

If Facebook's not for you, I also have other social networking sites:



Heavy Hitter Sales Wisdom is a book of insight from some of the world's "heaviest hitters" of all time. It features the collective wisdom of such luminaries as Sun Tzu, Jesus Christ and Siddhartha Gautama. While these and other such famous figures featured in the book may not appear to have too much to do with sales, they were masters of strategy, common-sense judgment and persuasion. As the book shows, those who master the roles of strategist, persuader and sage of common sense become bona fide Heavy Hitters.

This book provides state-of-the-art sales strategies, a uniquely entertaining approach to sales and truly enlightening wisdom to aid salespeople in their quest to plan and win the big sales battles. It picks up from where Martin's last book *Heavy Hitter Selling* leaves off. While the previous book teaches readers how to join the ranks of the sales elite, this new book helps readers solidify their status as true Heavy Hitters.

[Click here to view the book summary >>](#)



■ High Trust Selling

Make more money in less time with less stress

By Todd Duncan

Thomas Nelson Publishers, Nashville 2002

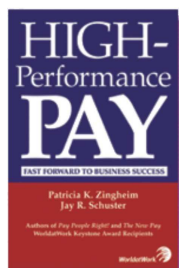
ISBN 0 7852 6393 4

252 pages



If you're serious about the business of selling, if you are tired of living from one sale to the next, and you want to keep clients for life, then read this book and apply these valuable lessons that add value to what you are selling, and to your life. The whole premise is to serve fewer clients a high quality experience and build long-lasting relationships, resulting in more free time to spend with your family and friends, less stress, greater income, and genuine success for you!

[Click here to view the book summary >>](#)



■ High-Performance Pay

Fast Forward to Business Success

Patricia K. Zingheim, Jay R. Schuster

WorldatWork, 2007



High-Performance Pay: In the age of globalization, there is greater pressure for businesses and organizations to continuously improve performance, attract and keep the best people, and enhance business results. What many businesses and organizations fail to recognize, however, is that giving the right pay and rewards to the right people can accelerate and ensure high-performance and business success.

"High-Performance Pay" by Patricia K. Zingheim and Jay R. Schuster offers a model for creating a total rewards system – compensation, benefits, work-life, performance and recognition, development and career opportunities – to help business leaders and HR professionals build a high-performance organization and create a positive, win-win relationship between management and workforce.

[Click here to view the book summary >>](#)



■ Hiring the Best Knowledge Workers, Techies & Nerds

The Secrets & Science of Hiring Technical People

By Johanna Rothman

Dorset House Publishing, 2004

ISBN 0-932633-59-5

336 pages



The foundation for a successful high technology organization is good technical people. Organizations should realize that it is essential to establish a good process for hiring key individuals. Unlike other workers, the skills of technical people are not interchangeable and as a result, the hiring of technical people is very difficult and yet critical to any organization.

This book gives you a step-by-step guide on how to write job descriptions, how to source candidates, develop ads, review resumes and conduct interviews. You can learn how to take away the guesswork and mistakes in hiring.

[Click here to view the book summary >>](#)



■ Hoover's Vision

Original Thinking for Business Success

By Gary Hoover

Texere, 2001

ISBN 1 58799 059 8

351 pages



To be able to build and sustain a successful business, you have to come up with strategies, plans, and goals based on new and innovative ideas. Author Gary Hoover shares his secrets on how to develop original thinking and how to use it to build and maintain successful businesses. A book written for leaders, "Hoover's Vision" is a guide on how to unleash the power of thinking in the corporate setting.

[Click here to view the book summary >>](#)



■ How Come You Can't Identify Your Key Customers?

The Essential Guide to Key Account Selection

By Peter Cheverton

Kogan Page Limited, 2002

ISBN 0 7494 3729 4

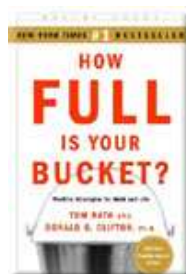
146 pages



Key account management or KAM is the management of those customer relationships that are considered most important to a company. Key accounts are defined as those accounts which are held by customers producing or responsible for the bulk of the profits for a company and/or those which have the potential to do so.

Key account management is now firmly recognized as an essential component of business success. If you are intent on practicing key account management in your company, then the identification of these customers is one of the most important actions you will undertake.

[Click here to view the book summary >>](#)



■ How Full Is Your Bucket?

Positive Strategies for Work and Life

By Tom Rath and Donald O. Clifton, Ph.D.

Gallup Press, 2004

ISBN : 1 59562 003 6

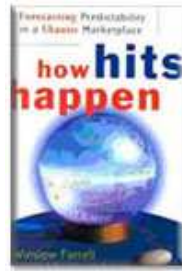
127 pages



In this brief, yet very insightful book, the authors, a grandfather-grandson team, reveal how even the briefest of interactions can affect your relationships, productivity, and health. Based on a simple metaphor of a dipper and a bucket, and grounded in 50 years of comprehensive psychological and work-place research, How Full Is Your Bucket? will show you how to greatly increase the positive moments in your life, on the one hand, and reduce the negative, on the other hand. Moreover, you will read here practical advices and the authors' very own "Five Strategies for Increasing Positive Emotions" which are easy to apply and which will surely change the way you look at your life, your work, and your world.

Powerful, captivating, and easy to read, this book's heartwarming message has a spiritual quality to it. It manages to be inspirational without being preachy. Indeed, this book is a must read for anyone desiring to improve their work life and organizations, strengthen their relationships, and live happier.

[Click here to view the book summary >>](#)



■ How Hits Happen

Forecasting Predictability in a Chaotic Marketplace

By Winslow Farrell
Harper Business, 2000
ISBN 0-88-730978-X
252 pages



Winslow Farrell applies the theories of complexity to modern business systems. How Hits Happen explains how media hits like the film "Titanic", or high-demand phenomena like Tickle-Me-Elmo dolls or Tomagotchi occur, much like predictable natural phenomena as weather. Farrell's group specializes in building market behavior simulators on computers. PriceWaterhouse Coopers clients come to Farrell and the Emergent Solutions Group, asking for strategic models of their new products and ideas, to scientifically study and test whether their business idea will become the next big thing, or an expensive flop.

[Click here to view the book summary >>](#)



■ How to Almost Make a Million Dollars

I almost did it. You can almost do it, too!

By Robert X. Leeds
Epic Publishing Company, 2004
ISBN 0-9674025-5-7 (Paperback)
246 pages



How to Almost Make a Million Dollars recounts the author's hilarious odyssey towards becoming the successful person and entrepreneur that he is today. Not only does this book narrate one of the most exciting financial quests of the century, it also provides a definitive rebuttal to the "get rich quick" systems and ideas proliferating in numerous "Become Instant Millionaires" seminars, books, and infomercials. In addition, the rich reservoir of entrepreneurial wisdom contained in this book will help you become better prepared and aware of the many problems that entrepreneurs need to overcome in life.

Moreover, this is not your typical "How To" book. It does not provide a financial roadmap towards financial wealth. Rather, the humorous stories and the 100 proverbs for success that sum up the author's more than 65 years of entrepreneurship will motivate and encourage you to maintain a positive disposition in the face of failures and adversities that you, as a fellow entrepreneur, will surely encounter. If you are looking for a book that conveys an infectious air of energy, and which disparages time-worn myths about instant success and wealth, then this is the book for you.

[Click here to view the book summary >>](#)



■ How To Be A Star At Work

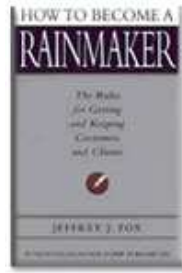
9 Breakthrough Strategies You Need to Succeed

By Robert E. Kelley
Crown Publishing Group, 1999
ISBN 0812931696
336 pages



Robert E. Kelley wrote this book that objectively discusses ways of bringing the optimal force of the third wave generation. This book offers brainpowered workers like you and your managers a source of hope. It primarily aims to help you realize the star potential that is inside you. The star performer work skills that are detailed in this book can help you obtain a life beyond work, keep a life at work and set goals you never deemed possible.

[Click here to view the book summary >>](#)



■ How to Become A Rainmaker

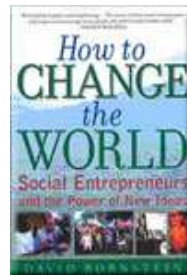
The Rules for Getting and Keeping Customers and Clients

By Jeffrey J. Fox
ISBN 0 7868 6595 4
Hyperion New York 2000
169 pages



Inspired by Native American tradition, the Rainmaker is one who uses his power to bring rain to nourish crops that feed the tribe. In sales, a rainmaker is the revenue-bringer to a company. She brings the very lifeblood of the organization and makes the cash register ring. Here are the rules to being the Rainmaker, the salesperson that gets and keeps customers.

[Click here to view the book summary >>](#)



■ How to Change the World

Social Entrepreneurs And the Power of New Ideas

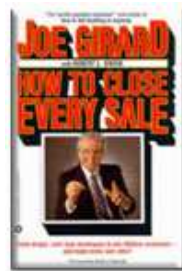
By David Bornstein
Oxford University Press, 2004
ISBN 0 19 513805 8
320 pages



This book documents the true and inspiring stories of the Ashoka fellows - bright, energetic, and creative individuals who are leaders in a growing citizen (non-profit) sector. These innovators for the public are instrumental in introducing change in their countries through practical solutions. Most of them started out with tiny budgets, armed only with an idea and strength of will.

From Ashoka founder Bill Drayton, to Brazil's Vera Cordeiro, to South Africa's Veronica Khosa, or India's Jerroo Billimoria, the book also includes a chapter to illustrate the spirit of one of the first social entrepreneurs- Florence Nightingale. These individuals are models of human capability. They worked tirelessly in the service of others.

[Click here to view the book summary preview >>](#)



■ How To Close Every Sale

By Joe Girard and Robert L. Shook
Warner Books Inc., 1989
ISBN 0446389293
208 pages



Closing a sale is the stage in the selling process where salespeople meet the greatest difficulty. Joe Girard walks the reader through fundamental selling principles and experience-based insights guaranteed to help the reader sell any product or service. These principles are grounded on an important rule: becoming a successful sales person requires learning how to sell yourself first. This is because buyers "buy into" the seller initially before they do the product or service.

[Click here to view the book summary >>](#)



■ How to Make Big Money In Your Own Small Business

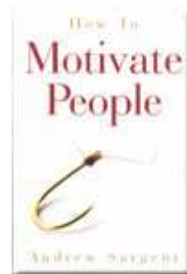
By Jeffrey J. Fox
Vermilion 2005
ISBN 0091900166
150 page



Today, more than 25 million Americans own small businesses and millions more dream of running their own. The fact that a lot of people dream of owning a small business is no surprise as the average income of small business owners is above \$400,000.

Author Jeffrey Fox uses his own experience to share to readers the secrets to having a profitable and successful small business. Whether you're just starting out or have had the business running for years, this book is for you.

[Click here to view the book summary >>](#)



■ How to Motivate People

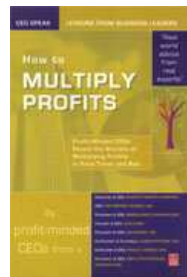
By Andrew Sargent
Jaico Publishing House, 2001
ISBN 81-7224-392-8
95 pages



How does a manager gain the positive commitment of the workforce? What measures are necessary to motivate employees and make them effective members of the organization?

Andrew Sargent explains the issues, the theories expounded by behavioral scientists, the barriers to motivation, the crucial influence of the personnel expert and, through description of actual case studies, the role of supervisors. He offers positive, practical and informative guidance to achieving harmonization and motivating the team.

[Click here to view the book summary >>](#)



■ How To Multiply Your Profits

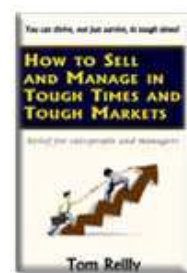
By Profit-Minded CEOs
Vision Books; New Delhi, 2005
ISBN: 81-7094-625-5
152 pages



While there are many books written about succeeding in business, very few of these are actually written by business executives, or people who actually run successful businesses. "How To Multiply Profits" is different because it was written by real business leaders from some of the world's most respected companies.

Thus, the book offers real world insights, perspectives and advice on the most important issues for success from accomplished professionals who know what they are talking about. It provides a rare opportunity to learn from the best in industry and become an expert yourself on creating a successful business.

[Click here to view the book summary >>](#)



How To Sell And Manage In Tough Times and Tough Markets

You can thrive, not just survive, in tough times!

By Tom Reilly
Motivation Press, August 2001
ISBN 0-944448-22-4
135 pages

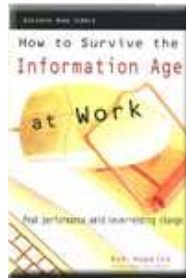


This book offers practical tips and advice on how salespeople and managers can effectively steer their way through times

Tough times happen when you have an extended period of declining economic activity. In business terms, tough times happen when supply is greater than demand, creating the proverbial buyer's market. It's a different kind of tough times when demand is greater than supply. It then

becomes a “seller’s market.” Though sounding great, it brings with it another set of problems for sales people. It’s tough times when you must work harder, finding it difficult to get ahead. It doesn’t necessarily have to be a full-blown recession: if your company can’t ship products for whatever reason, the times may be rough.

[Click here to view the book summary >>](#)



■ How to Survive the Information Age at Work

Peak Performance Amid Never-Ending Change

By Ron Hopkins

Jaico Publishing House, 2005

ISBN-81-7992-378-9

196 pages

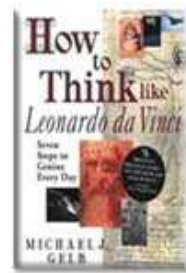


We live in an age that is overwhelmingly rich in both information and opportunities. Enormous amounts of data can very easily be obtained, almost instantaneously, on the internet, and, somewhat less rapidly, from other sources such as broadcast or print media. This of course leads to an unprecedented increase in opportunities for all those able to access and make use of this information.

Selecting which opportunities and information to embrace and which to forego is vital to living and working productively.

However, as we all know, making good choices of this kind is infinitely easier said than done. The amount of information that many of us feel we need to absorb and process can be overwhelming, and can lead to paralysis – and/or bad decisions.

[Click here to view the book summary >>](#)



■ How To Think Like Leonardo Da Vinci

Seven Steps To Genius Everyday

By Michael Gelb

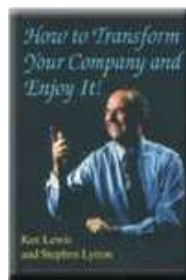
Dell Publishing, 1998 ISBN: 0385323816

322 Pages



Leonardo da Vinci is recognized as one of the greatest geniuses of all time. He excelled in many areas such as the creation of the Mona Lisa, The Last Supper and other classic works. Besides art, Leonardo was an architect, mathematician, philosopher, and military planner. Michael Gelb reviews and explains Leonardo’s notebooks, inventions, and works of art. He introduces readers to the Seven da Vincian Principles, essential elements of genius that can be developed. The book is a collection of illustrations, passages and exercises designed to stimulate anyone’s awareness of their own creativity. This summary will briefly explain the seven principles and provide several of the sample creative exercises.

[Click here to view the book summary >>](#)



■ How to Transform Your Company & Enjoy It

By Ken Lewis & Stephen Lytton

Jaico Publishing House; Mumbai, 2006

ISBN : 81-7992-547-1

176 pages

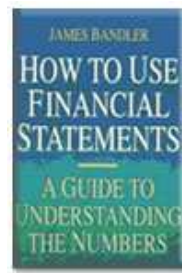


We may work at different professions, but ultimately, we all sell something for a living -- whether it's a brand, a vision, an education, a direction, or a service. We may sell numbers or plans at a meeting, learning to a student, or cereal to an infant. In a sense, we all sell ourselves.

“How to Transform Your Company & Enjoy It” by Stephen C. Lundin (author of the FISH! Series) and Carr Hagermann shows us how to harness our natural energy to bring our selling and our job

satisfaction to the next level of success. Full of practical tips and principles, this book shares surprising secrets of a performance artist (Hagermann), and how we can apply them to improve our work ethic and selling style.

[Click here to view the book summary >>](#)



■ How to Use Financial Statements

A Guide to Understanding the Numbers A Guide to Understanding the Numbers

By James Bandler

McGraw-Hill, 1994

ISBN 078630197X

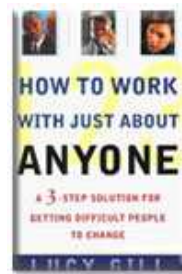
147 pages



Reading and understanding Financial Statements has always been considered a difficult task to most. These days, financial statements are not solely for accountants, economists and businessmen. Knowing how to read and understand financial statements can help you know your company better, can help you plan investments, spot industry trends and can help you find a better job.

You do not need to be an accountant to use the information on a basic statement. All you need are a few basic concepts. This book gives you a clear and simple way of reading and understanding financial statements. It puts complex ideas into plain and easy to understand language.

[Click here to view the book summary >>](#)



■ How To Work With Just About Anyone

"A THREE-STEP SOLUTION FOR GETTING DIFFICULT PEOPLE TO CHANGE"

By Lucy Gill

A Fireside Book/ Simon and Schuster 1999

ISBN 0-684-85527-5

206 pages

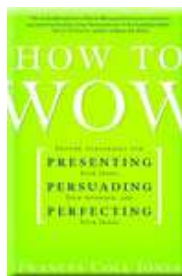


Because every office has that one difficult person to work with, who affects overall productivity due to a terrible attitude, chronic tardiness, or simply drives everyone else up the wall. Here is the answer to common problems in conflict management. Dealing with negative behavior whether at work or at home can be solved with three steps:

Get to the heart of the matter. Determine what problem-solving methods to avoid so you don't perpetuate the conflict. Choose a different, surprising approach to solve the problem and keep it solved.

Finally, here is your key to sanity in the workplace, drawn from forty years of research and professional experience in consulting on the prevention and management of nonproductive behavior.

[Click here to view the book summary >>](#)



■ How to Wow

Proven Strategies for Presenting Your Ideas, Persuading Your Audience, and Perfecting Your Image

By Frances Cole Jones

Ballantine Books, 2008

ISBN 978-0-345-50178-3

208 pages

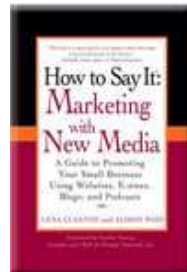


In today's fast-paced world, where an elevator ride with your CEO can turn into an impromptu meeting, your lunch date can become a job interview, and your conversation at a cocktail party may be a preamble to a potential business merger, knowing how to market yourself in any situation is vital.

Corporate coach Frances Cole Jones has helped numerous CEOs, celebrities, and public personalities present their best selves on camera and onstage, in boardrooms and in person. Now in her new book, "How to Wow", she shares her strategies for making your mark in business and in life.

Every encounter, Jones believes, provides you with an opportunity to positively influence colleagues, employers, neighbors – even competitors. Not only your words, but your tone of voice and your body language speak volumes. The question, however, is: Are they working together to say what you want them to, as effectively as possible?

[Click here to view the book summary >>](#)



■ How to Say It: Marketing with New Media

A Guide to Promoting Your Small Business Using Websites, E-Zines, Blogs, and Podcasts

By Lena Claxton and Alison Woo

Prentice Hall Press, 2008

ISBN: 978-0-7352-0432-4

240 pages



"How to Say It: Marketing with New Media" offers cutting-edge solutions for marketing your small business to today's ever-evolving online community. Packed with content templates and practical steps for getting the word out, this book is a one-stop resource for building a network of loyal customers.

You'll find quick tips for generating website copy, articles, podcast scripts, and blog posts, so you can launch an online marketing campaign no matter how limited your time or budget might be. It also covers:

- Tips for writing selling copy
- The keys to creating a marketing message that sizzles
- Step-by-step instructions for promoting with your new media tools
- Strategies for attracting site visitors and e-zine, blog, and podcast subscribers
- Savvy techniques for using search engines, viral marketing, and social media

Whether you're just beginning to explore digital media or want to improve the marketing tools you've already built for your business, this useful guide will help increase your visibility – and your bottom line.

[Click here to view the book summary >>](#)



■ How Would You Move Mount Fuji?

"Microsoft's Cult of the Puzzle How the World's Smartest Companies Select the Most Creative Thinkers"

By William Poundstone

Little, Brown and Company, 2004

ISBN 0-316-77849-4

276 pages

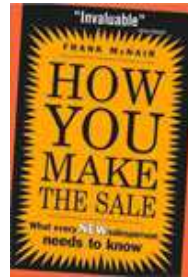


Have you ever been asked "Why are manhole covers round instead of square?" during a job interview? Or asked to answer other riddles and hypothetical or trick questions?

These puzzle-interviews have been emulated by numerous fortune 500 companies from Microsoft. Questions such as the above seek to separate the most creative thinkers from the merely talented.

"How Would You Move Mount Fuji?" gives you a peek into more than 35 of the most challenging questions, riddles and puzzles used by Microsoft and other companies. This book will teach you how to answer them creatively and effectively, giving you an upper hand on crucial job interviews.

[Click here to view the book summary >>](#)



■ How You Make The Sale

What Every New Salesperson Needs To Know

Frank McNair

Sourcebooks, Inc: Illinois, 2005

ISBN : 1-4022-0435-3

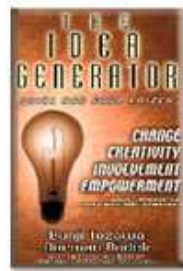
318 pages



Are you thinking of a career in selling? Maybe you've had some initial success at selling and are wondering if you could make it a full-time career. Or maybe you are completely new at selling and have no idea at all if you can do it. Or, you may have found a job as a salesperson but you are not having any luck while others seem to succeed naturally.

If you are any one of these people, then this book is for you. "How You Make The Sale" by Frank McNair shows that selling is a learnable skill, not something you are naturally born with. You don't have to be a glib talker or a natural at selling to be a great salesperson. By providing the basic keys and insights to selling, this book can start you off on a successful selling career.

[Click here to view the book summary >>](#)



■ Idea Generator, The

Quick and Easy Kaizen

By Norman Bodek, Bunji Tozawa

PCS Press, 2004

ISBN 0971243662

407 pages



The book discusses a framework that enables a company to optimize utilization of its resources by directly involving all of its manpower in the enhancement and improvement of the productivity of its operations. This results not only in increased quality and efficiency, but in heightened employee morale and in markedly improved customer service.

[Click here to view the book summary >>](#)



■ Ideas Are Free

How the Idea Revolution Is Liberating People and Transforming Organizations

By Alan G. Robinson, Dean M. Schroeder

Berrett-Koehler Publishers, Inc, 2004

ISBN 1-57675-282-8

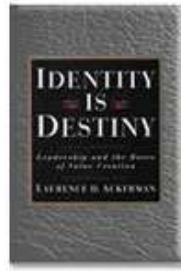
232 pages



Without great ideas, no organization can stay afloat, much less flourish. Managers and top executives are constantly struggling to come up with big ones – creative marketing strategies, ingenious cost-cutting schemes and other corporate solutions that will save time and money and improve productivity. But what few of them realize is that right under their noses is a virtually limitless source of valuable ideas – ideas that can revolutionize their company and help bring substantial and sustainable competitive advantage. These great ideas come, surprisingly, from the lowest point of the corporate food chain – from the front-line employees who do the “dirty” work and who therefore see a lot of problems and opportunities that their managers do not.

Employee ideas are a lot more valuable than most managers think. More importantly, they can be had virtually for free, if you know how. This book teaches the most effective methods for tapping this “hidden” resource, based on extensive research in more than 300 organizations around the world. It offers precise techniques for setting up an idea management system that can empower your people, transform your organization and make you a much more effective leader.

[Click here to view the book summary >>](#)



■ Identity Is Destiny

Leadership and the Roots of Value Creation

By Laurence D. Ackerman

Berrett-Koehler Publishers Inc. 2000

ISBN 1-57675-068-X

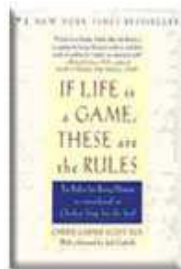
220 pages



Is your company suffering from an identity crisis?

Corporate identity goes deeper than simply having a logo design updated, or hiring an agency to create a snappy tagline and ad campaign. Organizations can achieve their full potential by living according to their true identity. The core values create a corporate identity that every individual in the organization should believe in and stand up for. A logo design may be updated with every passing trend, but core values and practices are timeless and transcend the organization.

[Click here to view the book summary >>](#)



■ If Life Is A Game These Are The Rules

Ten Rules For Being Human

By Cherie Carter-Scott, PhD

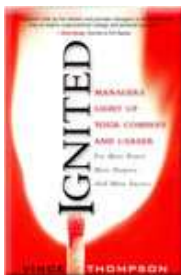
Broadway Book, New York, 1998 ISBN: 0767902386

139 Pages



This #1 New York Times bestseller offers some useful and understandable advice that can be applied to many situations. The idea of life as a series of lessons can help to put things into perspective and add to anyone's ability to deal with setbacks and reach their full potential.

[Click here to view the book summary >>](#)



■ Ignited

Managers! Light Up Your Company and Career For More Power More Purpose and More Success

By Vince Thompson

Financial Times Press, 2007

ISBN-13: 978-0-13-149248-6

ISBN-10: 0-13-149248-9

293 pages



Ignited addresses the issues of the real-world mid-level managers stuck between the needs of the corporation, the team, the colleagues, and the customers. The book highlights three important values for any manager and shows how you can attain them: more power, more purpose and more success.

By focusing on these three values, the book promises to teach how to:

- Lead in a limited space
- Know your network enough to expand it and your influence
- Manage time, powerlessness and negativity in the workplace and outside
- Implement strategic change in your company and industry
- Help you achieve your purpose
- Accomplish goals you're uniquely positioned to achieve
- Master new roles in the center of your organization
- Connect your personal passions with the goals of the company
- Sell your vision and the projects you feel most passionate about
- Live your best life, not just the company's

[Click here to view the book summary >>](#)



■ Innervation

Redesign Yourself For A Smarter Future

By Guy Browning

ISBN 1843 04002 6

Pearson Education Limited UK 2001

213 pages



Here is a funny, frank, and refreshing book on how to not only survive but succeed in today's new economy – or at least get what you want out of life and work while stepping on as few people as possible. This one tackles the big issues like what kind of person do you really want to be (a bastard? there are many of them in business) – are you living for the future or are you stuck in an old economy dinosaur company? Guy Browning says exactly what nobody else dares to say about real-life/work issues, and that's why it's so fresh.

Redesigning yourself means working hard on the brand that is You. How do you get out of the rut you're currently in? What are the new Ten Commandments for the millennium? How do you learn to really listen, relax, work, and be happy? Everything from sexual politics to creativity, to trashing old economy leaders, discovering the real meaning of networking, and making effective, short, and simple communications, to managing people who are "less talented and good looking" than yourself – it's all in a light and punchy addition to your business library.

[Click here to view the book summary >>](#)



■ Inside Outsourcing

The insider's guide to managing strategic sourcing

By Charles L. Gay and James Essinger

Nicholas Brealey Publishing 2000

ISBN 1-85788-204-0

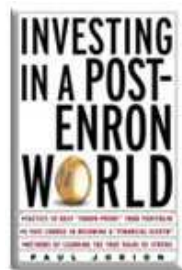
245 pages



How can organizations use outsourcing to its full potential, as a strategic business tool?

Maximize your company's efficiency, profitability, and cost-effective operations while allowing flexibility and building a greater customer franchise. From decision-making to implementation – to identifying what a company does more creatively than its competition- the big idea becomes clear not only through theory but in this book's practical and detailed examination of strategic outsourcing processes. Backed up by case studies on Rolls Royce, Bethlehem Steel, Pharmacia Upjohn, Gillette, and DuPont, Inside Outsourcing offers points to help streamline your operations and maximize service quality.

[Click here to view the book summary >>](#)



■ Investing In A Post-Enron World

Tactics to help "Enron-proof" your portfolio, a fast course in becoming a "financial sleuth", methods of learning the true value of stocks

By Paul Jorion

McGraw Hill 2003

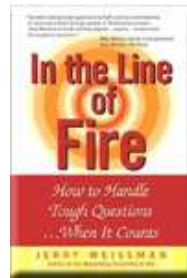
ISBN 0 07 140938 6

244 pages



The high-profile implosions of America's top corporations like Enron, and the questionable accounting methods of Arthur Andersen, forces investors to become wary of a company's ethical standards, and creates a need for clear warning signals and information to be able to protect oneself. Digging deep into the footnotes of annual reports, and searching for the true story of what really went on with those inflated numbers, this book educates the investor in the complicated game of deception played by the inner circle of this giant. The bigger they are, the harder they fall indeed.

[Click here to view the book summary >>](#)



■ In the Line of Fire

How to Handle Tough Questions... When It Counts

By Jerry Weissman
Prentice Hall 2005
ISBN 0-13-185517-4
168 pages



There are but a number of people who are able to take on challenging questions head on, without faltering. However, there are even fewer people who will go through life without being asked one single challenging question. How do you deal with this?

More than knowing what to say, it is just as important, if not more so, to understand how to handle tough questions. Learning how to deal with them will bring you way ahead of the game.

Best selling author Jerry Weissman, in his book *In the Line of Fire*, provides practical and useful tips one can master to handle the most difficult and toughest questions in the smartest way possible.

[Click here to view the book summary >>](#)



■ Irrational Exuberance

By Robert J. Shiller
Princeton University Press 2003
ISBN 0-691-12335-7
304 pages



This book is concerned with the behavior of speculative markets, human vulnerability to error, and the instability of the capitalist system. It tries to comprehend the change in the thought processes of the people whose actions drive the markets.

It is about how even the smartest people can make errors of human judgment - in both the real estate sectors and the stock market - thanks to overconfidence, ignorance of details and too much trust in the judgments of others.

An update of the celebrated bestseller of the same name, this edition expounds on the argument that changing attitudes, irrational beliefs and foci of attention are extremely important factors in our economic lives because they cause so-called variations that have deeply-felt and wide-ranging effects. The author broadens the discussion to consider speculation in real estate as well as in the stock market.

Investing in capital markets of any kind in today's economy is inherently unstable, because it is subject to the human influences captured in 'irrational exuberance' - a concept introduced and made famous by ex-American Federal Reserve Chairman Allan Greenspan to describe the behavior of stock-market investors.

[Click here to view the book summary >>](#)



■ It's Ok to Ask 'Em to Work

And Other Essential Maxims for Smart Managers

By JFrank McNair
AMA, 1999
ISBN: 0814405177
154 pages



If you find yourself with a packed to-do list, an overflowing briefcase and a schedule that won't budge, this book teaches you to regroup, re-organize and delegate tasks — while staying true to the leadership qualities your subordinates have come to respect.

With his insightful prose based on years of public speaking and management consultancy work, Frank McNair teaches you how to approach pressing business matters and deal with difficult employees in simple, ready-to-access steps you'll have no trouble remembering.

Unlike other technical, text-heavy management books, McNair's work offers business maxims in readable, bite-sized portions that suit your already overflowing portfolio. (Think managerial fast-food, minus the junk!)

[Click here to view the book summary >>](#)



■ It's Your Ship

Management Techniques from the Best Damn Ship in the Navy

By Captain D. Michael Abrashoff

Warner Books, 2002

ISBN 0-446-52911-7

224 pages

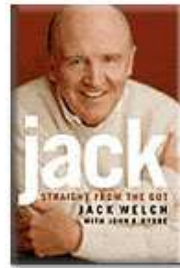


pdf mp3 ppt pda html

Companies and businesses share the common challenge of retaining and getting the most out of their employees. When trained employees resign, the company loses a lot of productivity and incurs additional training and recruiting expenses.

Author Captain D. Michael Abrashoff teaches you how to motivate your employees to take responsibility for their actions. Through this book, you will learn how to improve your leadership skills and inspire your employees.

[Click here to view the book summary >>](#)



■ Jack

Straight From The Gut

By Jack Welch with John A. Byrne

Warner Books Inc., 2001

ISBN 0446528382

496 pages



pdf mp3 ppt pda html

Former General Electric CEO Jack Welch leaves us with many lessons in management and leadership. From his humble beginnings as a competitive kid from working-class Salem, to his rise to becoming CEO in 1980, and the twenty-plus years reign at the top. In this book, Jack Welch recalls how hard the climb to the top was; even if people from the outside thought it was easy.

[Click here to view the book summary >>](#)



■ Job Search Solution, The

The Ultimate System for Finding a Great Job NOW!

Tony Beshara

AMACOM, 2006

ISBN 0814473326

No. of pages: 285

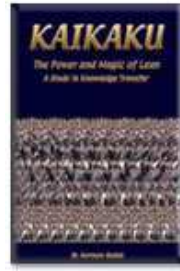


pdf mp3 ppt pda html

Today, the competition for top jobs is tougher than ever. Job security is now a thing of the past and more and more professionals are experiencing the emotional stress that comes with the territory.

Author and recruitment executive Tony Beshara has been helping thousands of professionals find jobs for over 30 years. In his book, "The Job Search Solution," Tony shares with you an incredible step-by-step program that can give you the advantage you need.

[Click here to view the book summary >>](#)



■ Kaikaku

The Power and Magic of Lean: A Study in Knowledge Transfer

By Norman Bodek
PCS Press, 2004
ISBN 0-9712436-6-2
406 pages

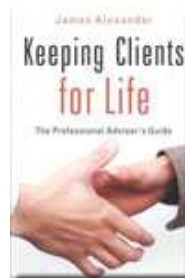


The author explains that kaikaku are Chinese characters which mean: 'transformation of the mind,' 'working with others to achieve radical change,' and 'to bring new and vital change to your organization.'

The author also defines Lean as an all-out war against waste — the waste that results from inefficiency, as well as the waste that is brought about by the underutilization of people.

This book presents a fresh perspective with respect to keeping only value-adding processes and optimizing the creative capacity of manpower.

[Click here to view the book summary >>](#)



■ Keeping Clients for Life

The Professional Adviser's Guide

By James Alexander
Jaico Publishing, 2006
ISBN 81-7992-270-7
166 pages



There is a real need for practical guides regarding client care for professional advisers of all descriptions – from lawyers and accountants to website designers and business consultants.

The author explains the basic principles of client care and shows how to set up a program to ensure a contented and loyal client base so essential to the growth and survival of any professional firm in today's increasingly fickle markets. The overall theme is creating and keeping clients for life.

[Click here to view the book summary >>](#)



■ Keeping Customers Happy

Strategies for Success

By Jacqueline Dunckel & Brian Taylor
Jaico Publishing House, 2006
ISBN 81-7992-000-3
179 pages

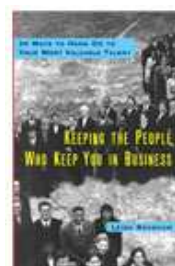


Customer satisfaction is any company's best asset. Consumers today demand personal attention from businesses before they spend money – and even after they do so, in order to sustain the relationship. As a result, customer service is moving up the priority list in dynamic companies and is consuming more of their time and budgets.

Businesses that ignore customer relations do so at their peril.

No matter what kind of business you are in, this book will help increase profits through helping to improve customer relations.

[Click here to view the book summary >>](#)



■ Keeping the People Who Keep You in Business

24 Ways to Hang On to Your Most Valuable Talent

By Leigh Branham
American Management Association, 2001
ISBN 0 8144 0597 5
351 pages



In whatever business you choose to engage in, you need reliable and competent people. You have to invest in the right people — people who put their competencies and work ethics at optimal levels — in order to lead your business to victory. Like a well-oiled machine, these people contribute to the operation and to the eventual success of your business. As a matter of fact, these are the very people who keep you in business.

However, employees today are seeking better opportunities to career growth and development. They seek better opportunities for skills advancement and sometimes higher wages and benefits.

If you think you are losing the employees who keep your business working, then this is the book for you. This book, “Keeping the People Who Keep You in Business,” will give you tips and ways on how to hold on to the primary asset of your business — your workforce.

[Click here to view the book summary >>](#)



■ Kiss Theory Good Bye

Five Proven Ways to Get Extraordinary Results in Any Company

By Bob Prosen

Gold Pen Publishing, Dallas, TX

ISBN-10: 0-9776848-0-6

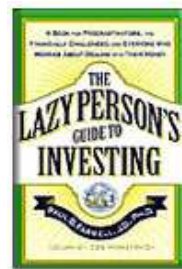
232 pages



The business literature over the years has been bombarded with a good number of paradigms—some rudimentary and others self-aggrandizing—that more often than not stringently tell management *what* to do in order to make progress. Though theories have by far aided leaders and corporate executives on their way to operational success, most books have not conscientiously explored and disentangled the complex process of execution.

It is at this point that Bob Prosen slots in his brilliant opus, *Kiss Theory Good Bye*, where he provides a clear-cut *how-to* and step-by-step instructions for obtaining unprecedented results in the organization. By utilizing proven tools and actions that, when appropriately employed, facilitate growth and profitability, the author propels companies to hit their targets and get ahead in the most practicable, trouble-free kind of way. This book is a ground-breaking book in that it allows the reader easy comprehension and application of the managerial mantra, *Kiss Theory Good Bye*. The book demonstrates that there is purpose in going back to the basics, and that which appeared all too trivial, will in fact work no matter at what stage the company finds itself in.

[Click here to view the book summary >>](#)



■ Lazy Person's Guide To Investing, The

By Paul B. Farrel, J.D., Ph.D.

Warner Books, Inc., January 2004

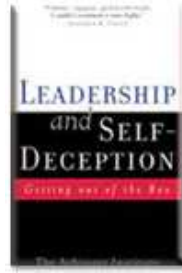
ISBN 0-446-53168-5

336 pages



This book is a guide to help procrastinators, the financially challenged, and every one who worries about investing their money to create a nest egg for retirement or for sending children to college. Dr. Paul B. Farrel describes the simple no-hassle, low stress, time-saving way of successful investing in lazy portfolios that work in the background allowing most people to do more important things. This book tells the reader why he does not need a stockbroker or even a financial planner; that there is the couch potato type no-brainer easy to understand investment techniques; why the reading investor never have to pay a brokerage commission again; how the reader can use as few as two mutual funds to manage the reader's investments and virtually forget it; and how to adjust the reader's investments once a year in less time than it takes to microwave a potato.

[Click here to view the book summary >>](#)



■ Leadership and Self-deception

Getting Out of the Box

By The Arbringer Institute
Berrett-Koehler Publishers, 2002
ISBN 1-57675-174-0
180 pages



How would you react if you were told by your top boss that you have a problem and that problem is you – only you don't know how on earth you can be THE problem? Sounds confusing, doesn't it? Well, in this simple, practical, enlightening, maybe even lifechanging business book from the Arbringer Institute, you'll find that at the center of most organizational problems is the human frailty of Self-Deception.

With its easy-to-read narrative style and analogy by common life examples, you'll find the concepts and principles adaptable to any work environment. Sometimes, you'll hardly feel that you're reading a business book because the subject is deeply rooted on how you behave as an individual, as a person and thus, may also be applied to your everyday life.

[Click here to view the book summary >>](#)



■ Leaders - Start to Finish

A Road Map for Developing and Training Leaders at All Levels

By Anne Bruce
American Society for Training & Development, 2001
ISBN 1-56286-286-3
229 pages



Nowadays, leadership is not limited to the level of the senior managers. At every level in the career ladder, employees are expected to work towards this particular goal - of becoming a leader in the future.

In order to properly do this, it is important to identify certain things with regard to the employees and the organization as a whole.

There is no hard and fast training program to create and mold future leaders. Each organization and each employee has their own individual requirements. Development programs must be tweaked to tailor to the differing needs.

Whether an organization has an existing development program or is planning to develop a new one from scratch, these basic building blocks will serve as tools in order to come up with an effective curriculum.

[Click here to view the book summary >>](#)



■ Leadership

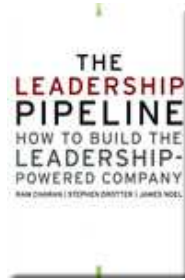
Your Compass For Success

Stephen Farmer
Published, 2006



Leadership: Your Compass for Success was written to help novice and experienced leaders alike become better and more effective in what they do. This book shares with them leadership strategies and techniques which will prove very useful in their quest for answers to their own leadership predicaments. Moreover, by applying these strategies and techniques, they will be in an excellent position to lead their teams through success, failures, and everything in between.

[Click here to view the book summary >>](#)



■ Leadership Pipeline, The

How to Build the Leadership-Powered Company

Ram Charan, Stephen Drotter, and James Noel

John Wiley & Sons, Inc. 2001

ISBN 0-7879-5172-2

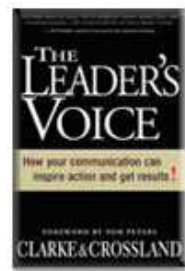
242 pages



There is a growing need to develop leaders within many corporations. The demand for leaders greatly outpaces the supply. With this reality comes an even greater challenge-- to bring in a "new blood" for fresh ideas or to just maximize the expertise of the "home grown" talents.

This book sheds light into this concern by introducing the leadership pipeline model— the series of levels leaders go through in every organization. Understanding its nature and unclogging these particular pipelines greatly help organizations find and develop people inside the company to become the future leaders of the corporation.

[Click here to view the book summary >>](#)



■ Leader's Voice, The

How your communication can inspire action and get results!

By Boyd Clarke and Ron Crossland

Tom Peters Press, SelectBooks 2002

ISBN 1 59079 016 2

169 pages

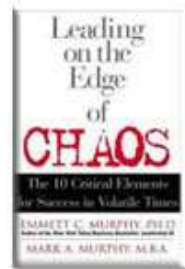


Every leader has, at one time or another, made these four fatal assumptions:

1. Assuming constituents have understood the message
2. Assuming constituents agree to the message
3. Assuming constituents care about the message
4. Assuming constituents will act accordingly

We are only human, and leaders sometimes assume the message has gotten through and communication has taken place. More often than not, there is a breakdown. Whether others may tailor the message to suit their own personal agendas or are feeling disconnected, as almost half of working Americans feel towards their company or organization, this book focuses on how individual leaders can achieve results through big ideas involving creating better strategic alignment, greater credibility, and clarity.

[Click here to view the book summary >>](#)



■ Leading On The Edge of Chaos

The 10 Critical Elements For Success In Volatile Times

By Emmett C. Murphy and Mark A. Murphy

Prentice Hall 2002

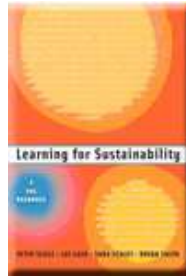
ISBN 0 7352 0312 1

226 pages



A timely book for today's chaotic economy, the Murphy's suggest 10 key strategies for business leaders. If you fail to deliver, a volatile market can be terribly unforgiving. How you handle uncertainty will determine your company's success.

[Click here to view the book summary >>](#)



■ Learning for Sustainability

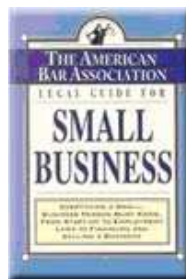
By Peter Senge, Joe Laur, Sara Schley and Brian Smith
The Society for Organizational Learning (SoL), Inc., Cambridge 2006
ISBN 10: 0-9742390-2-X, 13: 978-0-9742390-2-6
110 pages



Practicing sustainability in business is not easy. For companies, this entails that business decisions should consider the social and environmental consequences, along with the economic impacts, of doing business.

Learning for Sustainability encourages dialogue among businesses and organizations of the need to create living organizations in harmony with the natural and social world. It tells positive stories of people and organizations who wrestle with the challenges of incorporating sustainability principles in mainstream business practices. More importantly, this book will guide readers on how to build the creative capabilities critical to the work of sustainability.

[Click here to view the book summary >>](#)



■ Legal Guide for Small Business

Everything a Small-Business Person must know, from Start-Up to Employment Laws to Financing and Selling a Business

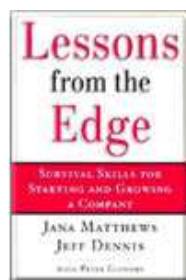
By The American Bar Association Robert A. Stein (Executive Director)
Three Rivers Press, New York 2000
ISBN 0-8129-3015-0
524 pages



Owning your own business is one of the surest ways to establish financial security for you and your family. Whether you have been in business for a long time or not, it pays to know your rights as a businessperson, as well as the legal environment of business.

This book gives useful, practical, and down-to-earth information on everything you need to know about starting your own business to managing it effectively. It will teach you how to do things right the first time, and help you spot and resolve potential problems before they get big. Most of all, you will not find legal jargon and technicalities here – just simple and straightforward discussions of how the law affects businesses everyday.

[Click here to view the book summary >>](#)



■ Lesson from the Edge

Survival Skills for Starting and Growing a Company

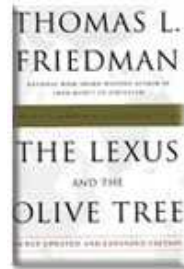
By Jana Matthews and Jeff Davis with Peter Economy
Oxford University Press, New York 2000
ISBN 0-19-516825-9
270 pages



Most entrepreneurs and business owners are terrified of losing their companies that they built with years of blood, sweat, and tears. Although there are many entrepreneurial programs and books that may help you avoid and prevent this from happening, few deal with real-world solutions that are immediately applicable to your needs.

Lessons from the Edge was written to provide you with strategies and techniques on how to avoid and survive the pitfalls of doing business. Grounded in eight years of research on how to grow a company and manage its growth, the lessons and insights contained in this book will be immediately useful to your business and personal lives. Above all, this unique collection of real stories about real entrepreneurs testifies to their courage, persistence, and triumph in the face of adversities and challenges.

[Click here to view the book summary >>](#)



■ Lexus and the Olive Tree, The

By Thomas L. Friedman
Anchor Books 2000
ISBN 0385499345



Pulitzer Prize winning journalist Thomas L. Friedman, writes in his book, *The Lexus and the Olive Tree*, about the phenomenon of globalization and how it has instituted an international system that has replaced the Cold War. It is a system that has united the fates of peoples all over the world from Brazilian Indians to Thai bankers to multinational company executives. Here, Friedman explains how the democratization of information, technology and finance has shrunk the world into an overconnected community where billions of dollars are moved from one country to another with the click of a mouse. He offers not only an astonishingly all-encompassing perspective on this globalized, Fast World but also options for countries and companies who wish not only to survive in it but also to thrive in it. He also explains how in the globalized world a balance must be maintained between the Lexus (the aspiration towards material prosperity) and the olive tree (the ancient forces of culture, race, tradition and community).

[Click here to view the book summary >>](#)



■ Liven Up Your Meetings

50 Tried And Tested Ways
By Graham Roberts-Phelps
Infinity Books; New Delhi, 2004
ISBN : 81-7929-075-1
186 pages



Many of us have to spend hours and hours of our days attending or facilitating meetings. In most workplaces, we rely heavily on meetings to communicate, share ideas, resolve problems, negotiate deals and make decisions. Too often, though, meetings are boring, unproductive, stressful and even a complete waste of time.

"Liven Up Your Meetings" by Graham Roberts-Phelps offers techniques on how to improve the quality of your meetings. It provides a collection of tips and ideas on how to raise energy levels when people start to get bored, facilitate communication, tackle problems effectively and achieve desired outcomes.

[Click here to view the book summary >>](#)



■ Long Tail, The

Why the Future of Business is Selling Less of More
By Chris Anderson
Hyperion Books, 2006
ISBN: 1-4013-0237-8
226 pages



It has been an accepted fact for decades now that 'hits rule'. Popular culture today is consumed by hits-- people can't help but talk about them, select them, and in general try to understand them. Executives from many different industries constantly rack their brains trying to come up with the next big seller.

Yet at the rate things are going, hits are beginning to rule /ess. Number one may still be number one, but the number ones don't sell as much as they used to. Hits are not the economic force they used to be; markets have fragmented into millions of niches.

The main difference between then and now is that consumers of today have far more choices than ever before. This incredible amount of choice is resonating in a very big way with modern-day consumers; they increasingly favor markets that provide the most choice. A new market is coming to fruition-- a market of multitudes and niche products that, thanks to the Internet and other such sources, is easier and cheaper to reach than ever before.

This book is about that market. It takes a look at niches, which are emerging as the new big market alongside the hits. The massed group of niches has always existed, but thanks to modern-day conditions the cost of reaching this group has fallen dramatically, and as a result it has become a force to be reckoned with.

[Click here to view the book summary >>](#)



■ Made to Stick

Why Some Ideas Survive and Others Die

By Chip Heath & Dan Heath

Random House, 2008

ISBN 978-1-4000-6428-1

323 pages

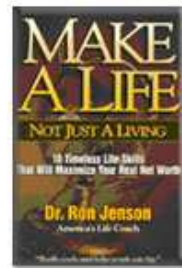


What sticks?

Whether you're a CEO or a full-time mom, you've got ideas that you need to communicate: a new product coming to market, a strategy you want to sell your boss, values you are trying to instill in your children. But it's hard – fiendishly so – to transform the way people think and act.

Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly. Meanwhile, people with important ideas – businesspeople, teachers, politicians, journalists, and others – struggle to make their ideas “stick.”

[Click here to view the book summary >>](#)



■ Make a Life, Not Just A Living

10 Timeless Life Skills That Will Maximize Your Real Worth

By Dr. Ron Jenson

“America's Life Coach”

Broadman & Holman Publishers

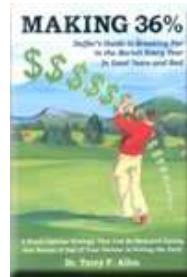
ASIN 0805419845

232 pages



This book provides us with a healthy number of principles and wisdoms to live by, in order to be happy and truly make a life, especially in today's highly materially oriented world. These principles on how to live happily and contentedly, according to Dr. Jenson, the book's author, are intended to serve as a map or a model in order to look at life afresh and where it matters.

[Click here to view the book summary >>](#)



■ Making 36%

Duffer's Guide To Breaking Par In The Market Every Year In Good Years And Bad

By Dr. Terry F. Allen

Fuller Mountain Press; Canada, 2007

ISBN: 0-9776372-2-0

136 pages



A lot of people who invest in the stock market often fail to make big returns on their investment while others seem to hit the jackpot. "Making 36%" by Dr. Terry F. Allen offers a clear strategy that is designed to make at least 36% profit, in good years and bad.

The book shows you how to manage your options to achieve maximum gains in a flat or a fluctuating market. Each step is revealed so that you can follow it yourself or get a broker to do it for you.

[Click here to view the book summary >>](#)



■ Making Change Stick

Twelve Principles for Transforming Organizations

Richard C. Reale

Positive Impact Associates, Inc, 2005

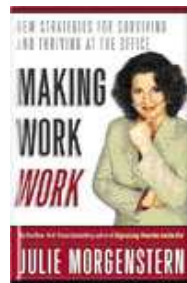
ISBN 0-976-85010-9

166 Pages



Organizations nowadays have to continuously analyze structures, systems, and procedures to help them cope with the ever-increasing but fluctuating demands of the current marketplace. Most organizations know what exactly needs to be changed and which aspect to target. However, the problem normally comes with implementation and perpetuation. This book will help you identify ways of making that needed change persist.

[Click here to view the book summary >>](#)



■ Making Work Work

New Strategies for Surviving and Thriving at the Office

By Julie Morgenstern

Simon and Schuster, Fireside, 2004

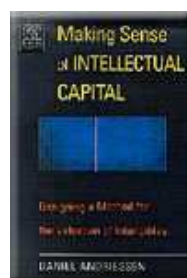
ISBN 0-7432-5087-7

249 pages



Making Work Work is a book about how to effectively handle dilemmas and hardships that an employee might experience in an ordinary work environment. The author pinpoints situations that can affect an employee's daily performance and solutions to problems that might be encountered.

[Click here to view the book summary >>](#)



■ Making Sense of Intellectual Capital

Designing a Method for the Valuation of Intangibles

By Daniel Andriessen

Elsevier Butterworth-Heinemann, 2004

ISBN 0-7506-7774-0

408Pages



The book brings to light a valiant attempt at particularizing an organization's intangible resources, and finding the most systematic way of extracting and measuring their value to help solve functional problems and augment business performance.

Written with reason and candor, the book demonstrates the author's hands-on exploration of

intellectual capital, goaded by his own desire to rectify the dilemmas of its assessment and to proffer an alternative valuation tool that shall not only be a contribution to the emerging literature but also a leap forward in the realm of scientific management research.

[Click here to view the book summary >>](#)



■ Manage Your Time

What to Do & How to Do It In Order to Do More

By Julie-Ann Amos

Jaico Publishing House, 2006

ISBN 81-7224-888-1

128 pages

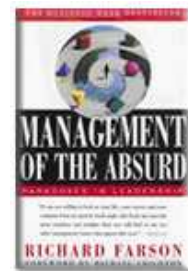


Most people are very busy nowadays. Irrespective of the type of work they do, they are increasingly feeling crowded in by events and responsibilities, to the extent that in many cases, their work life begins to encroach on their personal space. This reduces the time and energy they have for non-work related issues and events, which of course in many cases are as important as their work-related equivalents – if not more so.

Making busy and/or hectic lives manageable such that people can achieve their personal and professional goals, no matter how onerous the workload or lengthy the workweek, is therefore a skill which everyone can benefit from learning.

In and of itself, time cannot be managed. What you can manage – what you need to manage in order to cope – is the *way you use your time*.

[Click here to view the book summary >>](#)



■ Management of The Absurd

Paradoxes in Leadership

By Richard Farson

Simon & Schuster 1997

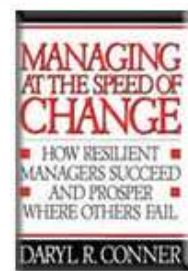
ISBN 0 684 80080 2

172 pages



To understand basic human behavior and relations, we must first recognize that most often it is irrational, and we cannot simply answer leadership problems with trendy, simplistic formulas. This artfully written and unique book is fresh in its perspective, offering an out-of-the-box approach and exploring a new way of looking at things.

[Click here to view the book summary >>](#)



■ Managing At The Speed Of Change

How Resilient Managers Succeed And Prosper Where Others Fail

By Daryl R. Conner

Villard books/Random House 1992

ISBN 0-679-40684-0

282 pages



Written a decade ago but still very useful for today's world, this book will help you if you need to know:

Why do some people absorb change quicker and adapt faster than others?

Why do some companies flourish during turbulent times while others flounder?

Why software systems changes may cause less havoc than moving the paper clips and envelopes to the other room?

With key insights into the fear of change many of us encounter, and many important lessons to understanding how humans, the most controlling type of species on the planet, can better work with change when it happens.

[Click here to view the book summary >>](#)



■ Managing People

Planning, Development, Hiring, Retention, Appraisal, Compensation

By Paul Parcon

Lotus Press, 2007

ISBN: 81-8382-095-6

130 pages



Organizations are increasingly realizing that, of all the varied factors that contribute to and affect company performance, the human element is clearly the most critical. Therefore, in order for a company to be effective, it is absolutely necessary for it and for everyone who works in it to focus on this element, or to at least not neglect it in the course of their work.

Managing people is all about doing exactly that – working on the human element and synchronizing these human factors with an organization's overall strategy so as to give said organization a competitive edge.

[Click here to view the book summary >>](#)



■ Managing Transitions

Making the Most of Change (2nd Edition)

By William Bridges

Perseus Publishing, 2003

ISBN: 0738208248

160 pages

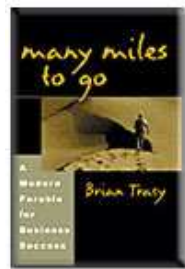


We have all heard the saying "the only thing constant is change". This goes for everything - from the human life cycle to the stars above. However, it is also a basic truth that people, being creatures of habit, are resistant to change. Especially when it threatens something that means a lot to them — their day to day way of living, such as major changes in their place of employment.

Transition is what occurs during the time when the old and the new ways of doing things are being sorted out, and is undeniably one of an organization's biggest growing pains. Managed well, it can become the chrysalis that turns the organizational caterpillar into a butterfly. Managed poorly, however, and the whole process has the potential to become a multi-million dollar squashed bug.

It does not, however, mean that transition is meant for the suffering of employees. William Bridges shares techniques in managing transition, turning a potential for disaster into an opportunity for radical growth and the building of a foundation of a company's future.

[Click here to view the book summary >>](#)



■ Many Miles To Go

A Modern Parable For Business Success

By Brian Tracy

McGraw-Hill/Business & Investing Distributed Product, 2003

ISBN 1891984993

288 pages



At the age of 20, Brian Tracey along with childhood friends, Bob and Geoff began their first life journey traveling 17,000 miles from Vancouver, through the Sahara Crossing to South Africa. Tracey's travelogue has many twists and turns that show how the weak willed can be broken, a tale that is parallel to many a successful man's life story.

Why are some people more successful than others? Tracey shares life secrets in this

enthraling journey that ends at the border of Sahara Crossing.

[Click here to view the book summary >>](#)



■ Mars and Venus in the Workplace

A Practical Guide for Improving Communication and Getting Results at Work

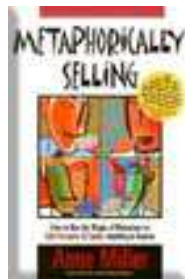
By John Gray Ph.D.
HarperCollins Publishers, 2001
ISBN 0-06-019796-X
320 pages



Now that more and more women are invading the workplace, the battle of the sexes has become more complex and more challenging. Common misunderstanding and miscommunication between men and women are triggering strings of confusion, conflict and frustration in companies all over the world.

Mars and Venus in the Workplace aims to improve communication and relationship skills in the workplace. It invites you to explore the different ways men and women can approach challenges. By heeding the lessons given in the book, you can learn how to “blend” differences to achieve a common goal and increase respect, acceptance, trust and success.

[Click here to view the book summary >>](#)



■ Metaphorically Selling

How to Use the Magic of Metaphors to Sell, Persuade & Explain Anything to Anyone

By Anne Miller
Chiron Associates, Inc., New York 2004
ISBN 0-9762794-0-1
161 pages

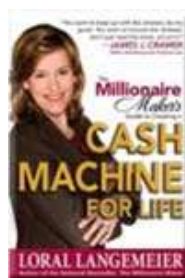


A lot of people consider selling a very difficult task. Unfortunately for them, selling is an activity that forms part of everyone’s daily routine. It occurs not only at work, but also when you are at home with your family, or when you are enjoying a cup of coffee with a friend.

Types of selling include debating with your friend on what type of movie to watch, convincing your boss to adapt to a different way of management, and getting that top client to buy your company’s products. You must remember that selling does not limit itself to cars, clothes or food.

In the book *Metaphorically Selling*, author Anne Miller explains that given time and the right method, anyone can learn how to sell, persuade and explain. By using simple metaphors and visually-enticing words, you can change your status from a poor loser to a topnotch scorer.

[Click here to view the book summary >>](#)



■ Millionaire Maker’s Guide to Creating a Cash Machine for Life, The

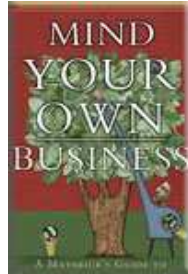
By Loral Langemeier
McGraw-Hill, 2007
ISBN-13: 978-0-07-148473-2
ISBN-10: 0-07-148473-6
242 pages



Entrepreneurship surrounds us every day. New businesses and ventures are the pulse of wealth around the world. The fact of the matter is that just about every product or service we use nowadays is a symbol of bravery. Somebody had to have the courage and faith needed to create that product and build that business.

Entrepreneurship is the single biggest source of wealth in this country. However, the sad fact is that too many wealth building programs bypass this step. This book is all about building and sustaining a viable business – a Cash Machine – to help you create and support your wealth, and about giving oneself the confidence and courage to do so.

[Click here to view the book summary >>](#)



■ Mind Your Own Business

A Maverick's Guide to Business, Leadership and Life

By Sidney Harman
Doubleday & Company, Inc., 2003
ISBN 0-385-50959-6
208 pages



A maverick is an independent person who will not go along with the other members of a group (Oxford ESL Dictionary). This book provides priceless stories and insights from a maverick of the business world; an exemplary business leader who prefers not to follow orthodox beliefs in business, nor be eaten by the hyped up ideas of the present. Instead, he chooses the course of action that is appropriate for the changing times.

[Click here to view the book summary >>](#)



■ MONEY

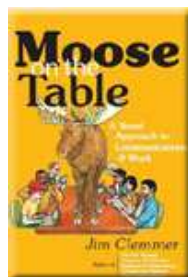
"Who Has How Much and Why"

By Andrew Hacker
Simon&Schuster/1997
ISBN 0-684-19646-8 / 0-684-84662-4 paperback
254 pages



America's gulf between the rich and poor has grown wider than ever. The disparity between the income of men and women, white and black is still evident, while the number of self-made millionaires has grown along with the number of individuals who take home \$100,000 a year. Indeed, there are more millionaires, but there are also more neglected children, more single mothers, and more citizens in prison. The founding fathers of the United States Constitution outlined how the nation would grow with an economy that would acknowledge "diversity in the faculties of men" and such has occurred in the years that followed the statements of James Madison and Alexander Hamilton. Here are the facts about who has the money in the world's most powerful nation.

[Click here to view the book summary >>](#)



■ Moose on the Table

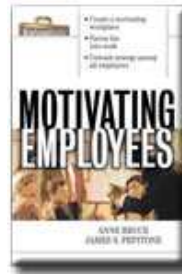
A Novel Approach to Communications @ Work

By Jim Clemmer
Bastian Books, 2008
ISBN 978-0-978-2221-7-8
192 pages



Have you heard of the 'Moose-on-the-Table' metaphor? The moose symbolizes a communications problem that grows larger, breeds and increases the size of the herd when left unaddressed. Failure to address "moose issues" results in waste and additional work, reduced productivity, workplace accidents, and plummeting morale. They cripple workplaces across the globe, sapping energy from staff and weakening entire organizations. Does your team or organization have moose?

This book explores the fear-courage continuum through the struggles and experiences of the central character, Pete Leonard. *Moose on the Table* is one manager's story of finding and overcoming fear, one little step at a time.

[Click here to view the book summary >>](#)

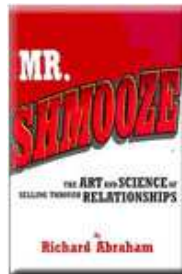
■ Motivating Employees

By Anne Bruce and James S. Pepitone
 McGraw Hill, 1999
 ISBN 0070718687
 170 pages



What makes companies Southwest Airlines, Disney, and Ben & Jerry's different from millions of other corporations out there? These companies, along with other legendary organizations, are workplaces that inspire and motivate employees.

In this business classic, author Anne Bruce and James Pepitone shows readers how to build a highly-motivated and highly-productive organization. Written specifically for today's busy manager, **"Motivating Employees"** is a must-read for any executive who wishes to make a positive change inside his or her organization.

[Click here to view the book summary >>](#)

■ Mr. Shmooze

The Art and Science of Selling Through Relationships
 Richard Abraham
 The Richard Abraham Co. 2002
 ISBN 0974199605
 74 pages



Have you ever wondered how great salespeople achieve great sales results? Chances are these salespeople all began their selling process by establishing emotional connections with their prospects.

In this business parable, author Richard Abraham teaches you principles of sales excellence and service leadership. You will learn how to make powerful connections with your customers that will help you become the successful salesperson you want to be.

[Click here to view the book summary >>](#)

■ Myths of Innovation, The

By Scott Berkun
 O'Reilly Media, Inc., 2007
 ISBN-13: 978-0-596-52705-1
 ISBN-10: 0-596-52705-5
 176 pages



In this book, author Scott Berkun takes a close look at innovation history, including the software and Internet ages, to reveal how ideas truly become successful innovations – truths that can be applied to the challenges of today.

The book uses innovation myths to understand how innovations take place. Each chapter identifies and discusses one innovation myth, explains why it is popular, and, lastly, uses the history of innovations, both recent and ancient, to teach the truth behind the myths.

[Click here to view the book summary >>](#)**O - 9****A - F****G - M****N - S****T - Z**

* All Economic and Policy books are complimentary

[Click here to view the Economic and Policy Books](#)

**[Home](#) | [About Us](#) | [Subscribe](#) | [Testimonials](#) | [Contact Us](#) | [FAQ](#) | [Compare Us](#) | [Site Map](#) | [Articles](#) | [Catalog](#)
[Lite Version](#) | [Pro Version](#) | [Privacy Policy](#) | [Affiliate Program](#) | [Free Newsletter](#) | [News](#) | [Support](#)
[BusinessSummaries.com](#)
7891 W Flagler St, # 346
Miami FL, 33144
Phone: (877) 747-2969
Fax: (208) 575-5432**