



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: N - S****■ Neglected Firm, The**

Every manager must manage two firms: the present one and the future one

By Jorge A. Vasconcellos e Sa
Palgrave Publishers Ltd, 2002
ISBN 0-333-98712-8
140 pages



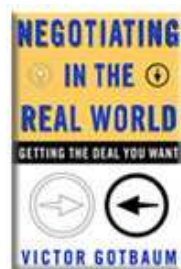
pdf mp3 ppt pda html

"When you don't know where you want to go, the wind always blows from the wrong direction."

Every manager must manage two companies simultaneously: the present firm and the future firm. Neglecting the future firm will cause the organization to become obsolete given the change of the business environment from day to day. Managing only the future firm and neglecting the present day-to-day business will never get the company to its future goals.

The art of balancing the management of the urgent (today) with the important (future) is presented in this book through two detailed case studies of the Swedish car manufacturer Saab and the Spanish financial institution, Caja de Madrid.

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

**■ Negotiating In The Real World**

"Getting The Deal That You Want"

By Victor Gotbaum
Simon & Schuster, May 2000
ISBN: 0684865556
189 pages



pdf mp3 ppt pda html

Negotiating is an important skill we use everyday whether for business, political, or personal purposes. This practical guide is based on more than 20 years' experience in real life situations, as shared by one of New York's toughest union leaders.

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

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

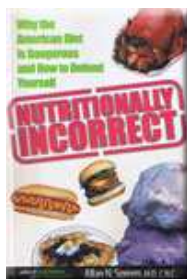
There is a better way if you feel you don't have all the authority, money, or clout you need to effect real, positive change. Applied consciously, it creates a powerful, irresistible message that promotes growth in personal lives, relationships and businesses.

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

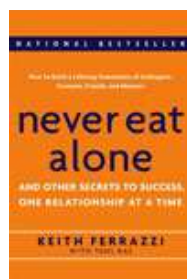
To conveniently access our different summary formats, you may download them directly to your personal files.

- 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!**



■ Never Eat Alone

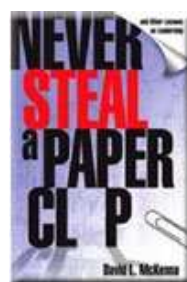
And Other Secrets to Success, One Relationship at a Time

By Keith Ferrazzi with Tahl Raz
Currency, 2005
ISBN 0385512058
298 pages



What makes successful people different from everyone else? Successful people know how to use the power of relationships. Author and master networker Keith Ferrazzi shares with you proven principles on how to reach out to others and build genuine relationships based on the spirit of generosity. Learn how to look for mentors, avoid invisibility, handle rejection and other tips and techniques that can propel you towards success both in your life and your career.

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



■ Never Steal a Paper Clip

And Other Lessons on Leadership

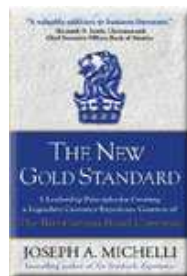
By David L. McKenna
OMF Literature Inc., 2005
ISBN 978-971-0495-38-3
188 pages



Rather than limiting itself to theoretical research and social surveys, the best leadership literature fleshes out the true meaning of leadership through highlighting the experiences of men and women who have learned the lessons of success and failure.

Words such as commitment, values, character, trust, and humility fill the pages of these books to remind us of timeless truths and the people who learned them. It is always best to learn from those who have learned these lessons the hard way – instead of having to learn them for ourselves.

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



■ New Gold Standard, The

5 Leadership Principles for Creating a Legendary Customer Experience, Courtesy of The Ritz-Carlton Hotel Company

By Joseph A. Michelli
McGraw-Hill, 2008
ISBN 978-0-07-154833-5
284 pages



When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. Thanks to its ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings.

Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed in this groundbreaking book, for which author Joseph Michelli was granted unprecedented access to the company's executives, staff, and award-winning Leadership Center.

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



■ New Leaders Wanted: Now Hiring!

12 kinds of People You Must Find, Seduce, Hire, and Create a Job For

By Leandro Herrero
meetingminds, 2007
ISBN-10: 1-905776-02-0
ISBN-13: 978-1-905776-02-3
240 pages



It's a different world out there. Thanks to the ever-changing nature of the business world, the current organizational climate is universes away from the one of just a few years back. As a result, the needs of companies that operate today are vastly different as well. Companies, therefore, need

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:



to learn to look out for people who can help them stay competitive in the face of all the changes that are going on.

New Leaders Wanted: Now Hiring! identifies 12 kinds of leaders – the "new types" who satisfy new needs – who the managers of today must go out of their way to hire. These are the Re-constructors of Elephants, Signal Spotters, Space & Time Architects, Rightbrainers, HCIF Managers, Lead(brok)ers, Riders of the Network, Chaordic Acrobats, Disruptors, Butterfly Managers, Conquistadores and Talki-Walkers.

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



■ New Strategic Selling, The

The Unique Sales System Proven Successful by the World's Best Companies

By Stephen E. Heiman and Diane Sanchez with Tad Tuleja

Warner Books Edition, 1998

ISBN 0-446-67346-3

448 pages



The driving force of the Strategic Selling approach is a non-manipulative selling philosophy. The key to ensuring selling success is to manage every sales objective as a joint venture. Sales people must create a framework that fosters a win-win situation; a mutually beneficial transaction where both buyer and seller achieve gains.

The New Strategic Selling book works by helping you sort through confusing data and information associated with every Complex Sale; and to give you a reliable method for analyzing the data, for positioning yourself better with your accounts, and for closing business deals.

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



■ Nice Girls Don't Get the Corner Office 101

Unconscious Mistakes Women Make that Sabotage Their Careers

By Lois P. Frankel, Ph.D.

Warner Books Inc., January 2004

ISBN: 0446531324

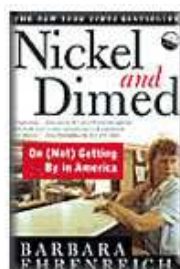
288 pages



Quit being a girl. Unlearn the things you were taught with during early childhood about being overly nice. Being polite, soft-spoken, compliant and submissive will not get you to the corner office. Start acting like a woman and see yourself move fluidly forward in your career.

Dr. Frankel clearly identifies the common mistakes –101 in all—that women commit unconsciously to sabotage their careers. This book provides revolutionary guides to help the women of today eliminate the girl-like behaviors they became accustomed with, which hold them back professionally.

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



■ Nickel and Dimed

On (Not) Getting By In America

By Barbara Ehrenreich

Henry Holt and Company, 2002

ISBN 0805063897

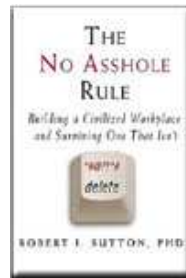
240 pages



Having a job and working hard do not guarantee a better life even for low-level workers in America. What is needed are fair, living wages and a government sincere in promoting

sustainable development by providing generous subsidies in public services like housing, healthcare, transportation and child care..

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



■ No Asshole Rule, The

Building a Civilized Workplace and Surviving One That Isn't

By Robert I. Sutton, PhD

Warner Business Books, 2007

ISBN-13: 978-0-446-69876-4

ISBN-10: 0-446-69876-8

210 pages



Upon encountering mean-spirited persons, the first thing most people think is: "Wow, what an asshole!"

Just about everyone knows an asshole where they work – people who are terrible to deal with, with whom interaction is tedious at best and excruciating at worst. Most of us have to deal with these assholes in our workplaces at one time or another, or are having to try to manage them at present.

The No Asshole Rule shows how these destructive characters damage their workmates and undermine organizational performance, and suggests creative ways and means to understand what makes them tick and deal with them – or get rid of them.

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



■ No Logo

"No Space, No Choice, No Jobs"

By Naomi Klein

Flamingo 2001

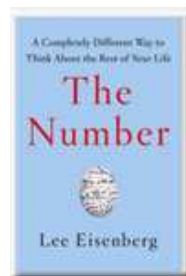
ISBN 0 00 653 0400

490 pageS



Naomi Klein documents the history of the brand and the rise of multinational corporations to such power that they may be considered de facto global governments. Klein writes based on years of research, documenting the surrender of culture and education to marketing (No Space), reports on how choice is actually limited through predatory franchising, mergers, and corporate censorship (No Choice), how labor market trends are creating many self-employed, McJobs, part-time or temporary workers, and outsourcing (No Jobs).

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



■ Number, The

What Do You Need For The Rest Of Your Life, And What Will It Cost?

By Lee Eisenberg

Free Press; New York, 2006

ISBN : 0-7432-7031-2

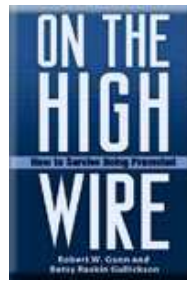
288 pages



Have you ever wondered why you aren't more successful? Or why others find success more easily? Do you feel that you have not lived out your hopes and dreams and are about to give them up? Have you caught a glimpse of a better life but failed to go after it?

Don't let your life slip away day by day without even taking a step towards your dream of a better life. *Destination Success* by Dwight Bain shows that you need not give up on your hopes and dreams just yet. By revealing the Seven Secrets of Success, Bain describes how everyone can be successful and live the life one wants.

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



■ On the High Wire

How to Survive Being Promoted

By Robert W. Gunn & Betsy Raskin Gullickson

Praeger Publishers, Westport, CT

ISBN 0-275-98487-7

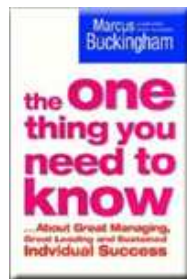
164 pages



Beginnings are always tough; first times, inexorably fussy. In this tremendously poignant book, Gunn and Gullickson relate the exigencies brought about by a spanking promotion at work. Both authors point to the experience of walking the high wire—venturing into the unknown without a safety net—as a seemingly disoriented stance of newly-appointed managers/leaders who confront the difficulty of transition into bigger responsibilities and who have qualms about their capabilities to pull off the new job.

Explicit and equally provocative, the book is a pragmatic guide for people who have just advanced in the corporate ladder yet find themselves stumped and stuck in an eddy of self-doubt. It spurs optimism and assurance that the unknown can be unravelled, adapted to, and overcome. It inspires a new approach to leadership that goes beyond what a leader does: it is actually about becoming one.

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



■ One Thing You Need to Know, The ... About Great Managing, Great Leading And Sustained Individual Success

By Marcus Buckingham

Simon & Schuster Ltd., 2005

ISBN: 978-0743263269

304 Pages



Everyone wants sustained success. Unfortunately, only few are able to attain this so longed for success. This is not because of a lack of effort or lack of determination; if anything, a good number of people even expend large amounts of effort and display overwhelming determination but still don't quite make it there. A majority of people don't experience sustained success because they don't know where to focus their time, energies and resources on.

These focal points are exactly what you need to know to succeed. "The One Thing You Need to Know" will let you in on the single thing you need to know and focus on as a manager, a leader, or simply, as an individual in order to reach great heights and stay there.

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



■ One Minute Millionaire, The

The Enlightened Way to Wealth

By Mark Victor Hansen and Robert G. Allen

Harmony Books October, 2002

388 pages

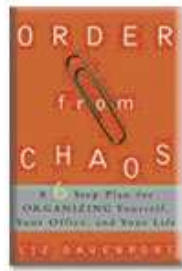
www.randomhouse.com

www.oneminutemillionaire.com



Imagine this: You receive a phone call from the estate of a long-lost relative. You have inherited a million dollars in cash! It's waiting for you in a Swiss bank but there is one catch: The key to the safety box is hidden in a silver container at the summit of Mount McKinley in Alaska. The instructions are clear: you must personally climb the mountain within 12 months. If you don't the money is lost forever. Becoming an Enlightened Millionaire may not be nearly as difficult as this task. But it is similar. Almost anyone can be a millionaire, but it takes proper preparation, right mentorship and a time-tested path to being an enlightened millionaire. Read on and find out.

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



■ Order From Chaos

"A 6-Step Plan for Organizing Yourself, Your Office, and Your Life"

By Liz Davenport

Three Rivers Press NY, Random House Inc. 2001

ISBN 0-609-80777-3

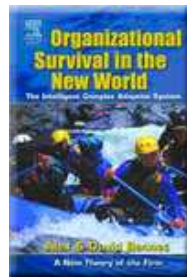
215 pages



Liz Davenport offers an easy system to help you clean up your act. If you find yourself missing important deadlines, forgetting to return calls, and misplacing papers, then follow these six simple steps to organizational freedom.

Why get organized? The average businessperson wastes 150 hours each year just looking for stuff. If you got organized, you could accomplish more, and take longer vacations, ultimately freeing your workspace, and your mind, of unnecessary clutter.

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



■ Organizational Survival in the New World

The Intelligent Complex Adaptive System

By Alex Bennet and David Bennet

Butterworth-Heinemann/Elsevier 2004

ISBN: 0750677120

391 pages



Successful organizations are those that are capable of achieving their goals and objectives over time; not to mention being respected and admired by employees, stockholders, and the community. Along with vision and purpose, the external environment, particularly its predictability and compatibility, also plays a crucial factor in the success of any organization. The emerging business environment, however, has demonstrated to managers the inadequacy of traditional models, methods, and perspectives of doing business in ensuring long-term success for their organizations. Moreover, globalization and the materialization of a "knowledge economy" make it imperative for organizations to adopt more effective models of the firm and better organizational principles and practices.

It is in this context that *Organizational Survival in the New World* presents the intelligent complex adaptive system (ICAS), a new systems model for the successful organization of the future. This book offers a description of the next-generation organization designed to effectively deal with the turbulent business environment of today. It also provides a clear and comprehensive road map towards developing better organizational structures and management systems using the latest research in knowledge management and complexity theory.

Furthermore, this book provides a new model of the firm that will be helpful to those who wish to conduct business successfully and differently in the coming years. This is a valuable resource for senior executives in the corporate and government sectors, professionals in knowledge management, organizational behavior and development, systems theory, human resources, organizational development, and managers who aspire to succeed in the emerging global knowledge economy.

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



■ Organized To Be Your Best!

"Simplify and Improve How You Work!"

By Susan Silver

Adams-Hall Publishing, 2004

ISBN 0-944708-60-9

275 pages



One of the factors to success is the ability to manage tasks efficiently and systematically in a similarly conducive environment. Practicing time management allows you to accomplish the more important tasks on time; and helps you achieve the goals you have set for yourself.

Organized to Be Your Best! gives simple tips on how to get started and maintain good organization practices. Being productive doesn't have to be difficult. After all, it's supposed to make life easier for you.

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



■ Organizing Genius

The Secrets of Creative Collaboration

By Warren Bennis and
Patricia Ward Biederman
Perseus Books Group, 1998
ISBN : 0201339897
239 pages



Whether it is a Lone Ranger, Paul Revere, Tiger Woods or Michael Jordan, the myth of the triumphant individual – the lone hero – is deeply ingrained in the American psyche. But in a shrinking world of technological and political complexity, cooperation and collaboration are now becoming the order of the day. Most urgent projects require the coordinated contributions of many talented people.

“Organizing Genius” by Warren Bennis and Patricia Ward Biederman presents insights on how and why a few groups rise to greatness, as a way of showing how to transform today's workplaces into Great Groups of collaboration and productivity. It presents 7 examples of Great Groups – Walt Disney, Xerox's Palo Alto Research Center (PARC), Apple, the 1992 Clinton campaign, Lockheed's Skunk Works, Black Mountain College, and the Manhattan Project, which invented the atomic bomb in World War II.

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



■ Outfluence

The Better Way to Influence

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



“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 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.

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



■ Outrageous Customer Service for Smarties

Why We're Driving Customers Away...And What To Do About It!

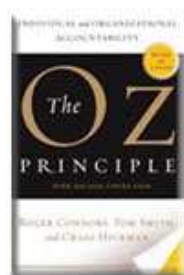
By Richard C. Andreini
Andreini Enterprises, 2004
ISBN 0974826502
150 pages



Companies that focus on the convenience of customers are easy to do business with because they provide good customer service. They meet and surpass the needs of the customers by having employees that are knowledgeable about these needs and know how to deal with them.

In his book, *Outrageous Customer Service for Smarties*, author Richard Andreini explains the importance of customer service and provides tips and techniques that can transform corporations and businesses.

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



■ Oz Principle, The

Getting Results through Individual and Organizational Accountability

By Roger Connors, Tom Smith, Craig Hickman
Penguin Group, 2004
ISBN: 1-59184-024-4
234 pages

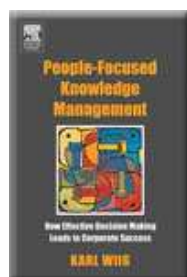


In *The Oz Principle*, Connors, Smith, and Hickman brilliantly use the analogy of "The Wizard of Oz" to discuss a business philosophy aimed in propelling individuals and organizations to overcome unfavorable circumstances and achieve desired results. This philosophy can be encompassed in one word: ACCOUNTABILITY.

The eponymous principle builds upon the ethos of personal and organizational accountability. It explores the root cause of an organization's impediments to exceptional performance and productivity, and provides great insight on how to re-establish a business from the bottom up, emphasizing on the thin line that separates success from failure. The Above The Line, Below The Line methodology is the driving force behind the Oz Principle.

This tenth anniversary edition supplies the reader with additional and updated examples of Above the Line, Below the Line experiences of various individuals and organizations.

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



■ People- Focused Knowledge Management

How Effective Decision Making Leads to Corporate Success

Karl Wiig
Elsevier, Inc., 2004
ISBN: 0-7506-7777-5
346 page

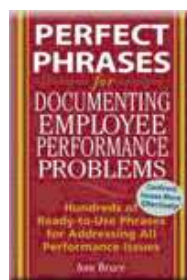


Change (in all its abstract and tangible forms) is inexorable, often burning and paralyzing. Yet it should neither daunt and petrify us, nor nip our bold actions in the bud. This epoch, this state of affairs, this seemingly unassailable global madness in human history engulfing a debilitating sense of unfamiliarity and stupor, is what internationally acclaimed newspaper columnist, Thomas Friedman, reveals in his brilliant and audacious writing of *The World Is Flat*.

Friedman employs the metaphor of the *flat world* to describe how globalization—taken up to an almost sky-scraping height and down to an even more unimaginable depth—has levelled the "playing field" and made possible not only the "virtual" compression of geographic space and time, but also the incorporation of the world's total population into a lattice of connectivity and collaboration. Exceptionally provocative and amusing, Friedman has once again proven to be an

author of magnificent possibilities, using a new-fangled framework that stirs every reader to feel, see and think beyond.

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



■ Perfect Phrases for Documenting Employee Performance Problems

Hundreds of Ready-to-Use Phrases for Addressing All Performance Issues

Anne Bruce
McGraw-Hill, 2005
ISBN 0071454071
166 Pages



When used correctly, a performance review can be an effective motivational tool. Unfortunately, a review can also cause defensive reactions and negative emotions. As a manager, you must be able to find the right way to document employee performance in order to boost morale, increase productivity, and build strong working relationships.

Author and workplace coach Anne Bruce shares with you a step-by-step guide on creating performance reviews. If you want to learn how to address the most difficult performance issues, this book is a must-read.

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



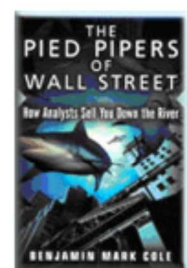
■ Permission To Win

By Ray Pelletier
Oakhill Press, 1997
ISBN 1 886939 10 1
201 pages



From a new breed of motivators, America's Attitude Coach Ray Pelletier gives you a practical guide for translating your personal mission into concrete action. Make today your January 1st. Say goodbye to negative thoughts and change your life by giving yourself Permission to Win.

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



■ Pied Pipers of Wall Street, The

"How Analysts Sell You Down the River"

By Benjamin Mark Cole
Bloomberg Press 2001
ISBN 1576600831



Stock traders and buyers beware. The talented talking heads of financial news gathering agencies may be part of today's hyped up age of stocks where the talented talkers of the brokerage firms could be increasing their own money, not yours. Just like the children of those poor and unsuspecting folks in the fairy tale, your fortune and future could easily disappear, led away by charismatic pipers called stock analysts. Benjamin Mark Cole's argument is brokerage houses have sold out the common investor in favor of bigger corporate interests. He provides us with heavyweight examples of analysts hyping stocks that later went bust.

Cole's criticism of Wall Street salesmen is timely. Investors are looking for a villain in the overnight evaporation of billions of dollars in retirement funds. Analysts can't take the blame entirely for the stock-market downturn, but their behavior during the run up deserves closer inspection.

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



■ Please Don't Shoot The Messenger

How to talk to demanding bosses, clueless colleagues, tough customers, and difficult clients without losing your cool (or your job!)

By Dr. Gary S. Goodman

Published Contemporary Publishing Group 2000

ISBN 0-8092-2520-4

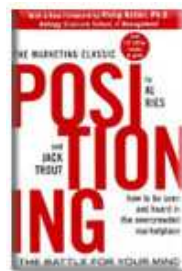
183 pages



pdf mp3 ppt pda html

Whether it's asking your boss for a raise, or dismissing an employee as painlessly as possible, this book addresses all kinds of thorny situations, how we can effectively communicate in business situations, and calmly manage potential conflict.

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



■ Positioning: The Battle For Your Mind

"How to be seen and heard in the overcrowded marketplace"

By Al Ries and Jack Trout

McGraw-Hill, 2001

ISBN 0-07-137358-6

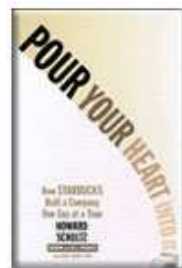
213 pages



pdf mp3 ppt pda html

The average American consumer is exposed to \$376 worth of advertising per day over 365 days. With this enormous volume of communication, the only way to score big is to be selective and concentrate on narrow targets through Positioning. It's about how you position a product in the mind of your prospect.

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



■ Pour Your Heart Into It

How Starbucks Built a Company One Cup At a Time

By Howard Schultz and Dori Jones Yang

Hyperion, New York, 1997

ISBN 0-7868-6397-8

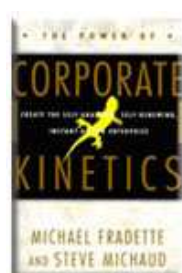
351 pages



pdf mp3 ppt pda html

Starbucks Coffee is an example of turning a passion for coffee into a successful business venture. What started as small coffee shop in Seattle is now a global marketing phenomenon that covered the globe with over sixteen hundred stores and with more opening each day. The principles behind the success of Starbucks Coffee are discussed including the importance of passion for an excellent product and the need to infuse tradition and imagination as part of the business venture. Transforming coffee drinking into a whole new experience is just as important as serving it. By combining several of the principles, managers, marketers and aspiring entrepreneurs can discover why passion is just as important as capital and marketing savvy are in any business undertaking.

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



■ Power Of Corporate Kinetics, The

"Create The Self-Adapting, Self-Renewing, Instant-Action Enterprise"

By Michael Fradette and Steve Michaud,

Deloitte Consulting

Simon & Schuster, May 2000

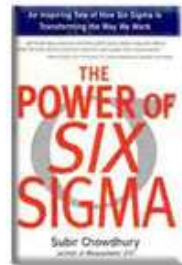
ISBN: 0684865556

255 pages



How do businesses cope in today's fast-paced, wired world? By embracing change, evolving with the times, throwing out old models and strategies, constantly adapting, seizing opportunities, meeting ever-shifting customer demands, and capitalizing on market turbulence. The kinetic enterprise thrives on unpredictability.

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



■ Power Of Six Sigma, The

Influence with honor

By Stephen R. Covey and Blaine Lee

A Fireside book by Simon & Schuster 1998

ISBN 0-684-81058-1

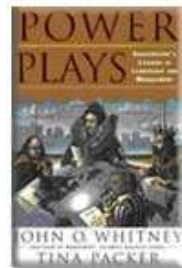
Pbk 0-684-84616-0

363 pages



Dr. Blaine Lee outlines useful methods to overcome powerlessness, emphasizing that in our business or personal lives, we are always faced with a Choice. This is a book for people who need to understand the greatest power is that which comes through integrity, how principle-centered power, or the way you live your life, is the way to getting the kind of power, respect, and honor that outlasts a lifetime.

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



■ Power Plays

Shakespeare's Lessons in Leadership and Management

By John O. Whitney and Tina Packer

Simon and Schuster, June 2000

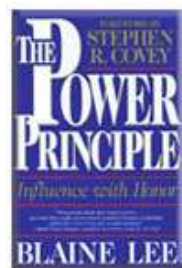
ISBN 0-684-86887-3

315 pages



Having written one hundred fifty-four sonnets, several long poems and thirty-nine plays (all still read, performed and studied today) it can perhaps be said that no other writer in the history of literature has shown much knowledge about the nature of people and the human condition than Shakespeare. This book shows that wherever we are in our career or private life, Shakespeare has been there already, and he has much to teach us. Shakespeare can be especially helpful to modern business leaders at every level of the business game. Throughout the book, John Whitney and Tina Packer gives us vignettes on Shakespeare's plays and their insights on business leadership, showing us various lessons on managing ourselves and the people in our companies.

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



■ Power Principle, The

"Influence With Honor"

By Stephen R. Covey and Blaine Lee

A Fireside book by Simon & Schuster 1998

ISBN 0-684-81058-1

Pbk 0-684-84616-0

363 pages



Dr. Blaine Lee outlines useful methods to overcome powerlessness, emphasizing that in our business or personal lives, we are always faced with a Choice. This is a book for people who need to understand the greatest power is that which comes through integrity, how principle-centered power, or the way you live your life, is the way to getting the kind of power, respect, and honor that outlasts a lifetime.

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



■ Practical Intuition for Success

A step-by-step program to increase your wealth today

By Laura Day

Harper Collins Publishers

ISBN 0-06-017576-1

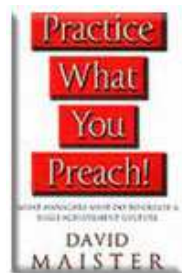
216 pages



pdf mp3 ppt pda html

At the heart of this book is one simple message: You will achieve success by being true to yourself. Through this unique program of practical exercises, you will be able to listen to your intuition and balance it with other factors that influence your everyday decision-making. The more you practice, the better the results. The feeling in your gut can tell you if something feels right or wrong, profitable or problematic. It will help you make better decisions, take the "pulse" at meetings, and unleash your own creativity.

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



■ Practice What You Preach

What Managers Must Do to Create a High-Achievement Culture

David Maister

Simon & Schuster UK Ltd, London 2001

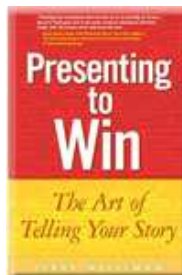
267 pages



pdf mp3 ppt pda html

A study conducted by the author shows that the most financially successful operations have common characteristics. The relationship between these characteristics and financial success is not trivial.

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



■ Presenting to Win

The Art of Telling Your Story

By Jerry Weissman

Financial Times Prentice Hall, 2003

ISBN 0-13-046413-9

249 pages

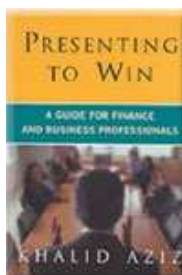


pdf mp3 ppt pda html

Thousands or even millions of presentations are given by business executives and entrepreneurs to attract investors, creditors and clients. If you are one of those people who need to get their ideas across to an audience, you must remember that every presentation you make is mission-critical.

This book shows you how to turn dry presentations into fascinating narratives that will captivate your target market. Learn how to focus your presentations to what matters most to the audience. Find out how to get your message across to get that much needed reaction and investment.

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



■ Presenting To Win

A Guide for Finance and Business Professionals

By Khalid Aziz

The Aziz Corporation, 2008

ISBN 978-0-9560419-0-6

153 pages



pdf mp3 ppt pda html Map mpeg video video audio

The average business presentation made in the English-speaking world today is woeful. It is little wonder then that when graduates find themselves in business, they struggle to make themselves understood.

The trouble is that many people delude themselves about their real abilities. The trouble with business is that everyone knows how to drink; therefore everyone thinks they know how to run a pub. It is the same with speaking. The ability to open one's mouth and talk does not automatically mean that one is a brilliant speaker.

This book takes the mystique out of presentation. It is designed for those who know they need to present more effectively. Whether you make presentations every day or have never presented in your life but know the fateful day is coming, this book is for you.

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



■ Preventing Strategic Gridlock

Leading Over, Under & Around Organizational Jams to Achieve High Performance Results

By Pamela S. Harper

Cameo Publications 2003

ISBN 0 9715739 4 8

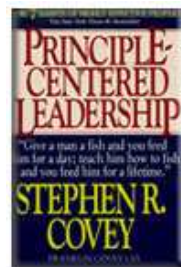
229 pages



Understand how a leader's mistaken assumptions can create gridlock and organizational jams. This must-read for business managers provides real-life stories on companies from Mattel to Procter & Gamble, Daimler-Chrysler, to Coca-Cola. Pam Harper proposes six guidelines of organizational reality to UNLOCK your company from Strategic Gridlock, so you can drive it down the road to high-performance.

Whether your company is in e-commerce, going public/private, going through a merger/acquisition, entering a new market, reorganizing, outsourcing, or introducing new technology, all these situations can bring about strategic gridlock

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



■ Principle-Centered Leadership

By Stephen R. Covey

Free Press, 1992

ISBN 0671792806

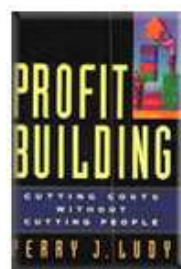
150 pages



When things go wrong — whether in your personal or professional life - chances are you resort to quick-fix plans, strategies and techniques for altering and improving your environment. Often, the problem is caused by a misalignment of your actions and decisions with the correct principles. To solve it, you need to alter not the external circumstances but your perspective.

Best-selling author Stephen M. R. Covey introduces a new management paradigm that can help you transform, not only your organization, but your personal relationships as well. He reveals how you can achieve effective personal and organizational leadership by centering your actions and decisions on a set of time-tested principles.

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



■ Profit Building

Cutting costs without cutting people

By Perry J. Ludy

Berrett-Koehler Publications Inc 2000

ISBN 1-57675-108-2

162 pages

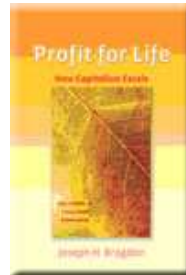


Ludy's five-step process shows how to organize teams with the specific purpose of improving profit. When employees are involved in the cost reduction strategy and are actively seeking creative ways to cut costs and keep their jobs, the result is a win-win situation all around.

Written for managers, supervisors, senior executives, consultants, small business owners, and accountants, this valuable resource addresses the real bottom line –everyone builds profit.

We should focus on profit the same way we focus on marketing, human resources, and operations. It is after all, the reason we stay in business.

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



■ Profit for Life

How Capitalism Excels Case Studies in Living Asset Stewardship

By Joseph H. Bragdon

Society for Organizational Learning, 2006

ISBN 10: 0-9742-3903-8, ISBN 13: 9780974239033

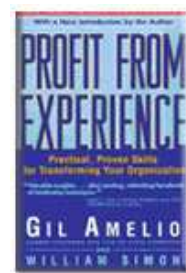
395 pages



How did companies like Nokia, Canon, Intel, HP and 3M become leaders of industry in terms of profit and quality? Why did firms like Toyota, Southwest Airlines, and Nucor survive and remain at the top while their equally-giant competitors did not? Why does a company like Stora Enso survive seven centuries when most companies don't survive 50 years?

In "Profit for Life," Joseph H. Bragdon describes the new model of Living Asset Stewardship (LAS) as the main reason why such companies have survived through the years to become the industry leaders of today. This new, emerging model of capitalism sees profit as secondary to a profound respect for life, people and nature, and offers a better alternative to the destructive capitalism that threatens our world today.

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



■ Profit From Experience

Practical, Proven Skills for Transforming Your Organization

By Gil Amelio and William L. Simon

A Touchstone Book Published by Simon and Schuster 1997

ISBN 0 684 83702 1

309 pages



"Few organizations are so weak they can't be saved, few are so healthy they can't be improved."

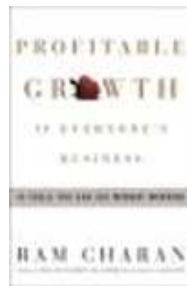
-Gil Amelio

An inspiring and true story of National Semiconductor's Transformation Management process, as told by the former Chairman and CEO of Apple Computer.

This remarkable firsthand story of corporate transformation from a key change agent shows how to engineer a turnaround, bring health to any company, and enjoy greater long-term profits.

Outlining key issues, strategies, and guidelines Gil introduced at National Semiconductor, this captain tells the story of how he steered his ship from the brink of bankruptcy to its highest earnings in just three years.

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



■ Profitable Growth Is Everyone's Business

10 Tools You Can Use Monday Morning

By Ram Charan

Crown Publishing Group, 2000, 2nd Edition

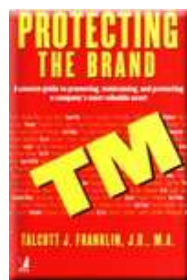
ISBN: 1-4000-5152-5

204 pages



The bottom line for all companies is to make a profit. The higher the earnings and the profit, the better for everyone involved. The best way to do this is through growth - profitable growth. Gone are the days of ruthless downsizing and cost cutting in order to make more money. In this book, the author shows you how focusing on profitable growth could be the answer you've been looking for. Here, the author gives practical information that you can understand, use, and take to work with you on Monday morning.

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



■ Protecting the Brand

A concise guide to promoting, maintaining, and protecting a company's most valuable asset

By Talcott J. Franklin, J.D., M.A.

Viva Books Private Limited, 2005

ISBN 81-7649-999-4

144 pages



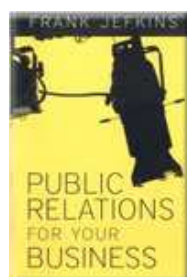
Brand-name products represent the largest single sector of the U.S. economy, yet there is no simple format in existence to educate people about the rules of trademarks. In fact, many lawyers cannot even distinguish between the familiar © and ® markings. *Protecting the Brand* sorts out trademark law in a simple and descriptive manner.

Aspirin, Cornflakes, Dry Ice, Brassiere, Zipper – these are just a few of the names once recognized as brands that have lost their exclusivity due to owner misuse and ignorance of trademark law protection. *Protecting the Brand* dissects such disasters and offers information on how these losses could have been prevented.

Written in an easy-to-comprehend manner, *Protecting the Brand* gets to the heart of the matter, explaining in practical terms the complex minefield that is trademark law.

Throughout the book important trademark rules are explained and each is illustrated with a brief case study of a court ruling demonstrating the consequences of misuse.

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



■ Public Relations for Your Business

By Frank Jeffkins

Jaico Books, 2006

ISBN 81-7992-272-3

206 pages



Professional public relations advisers believe that an organized, cohesive effort to develop a reputation is likely to yield better results than one which happens without any thought. PR comes in all shapes and sizes and with a price-tag to match.

The person you approach to help you promote a product is probably quite different from the one you should be talking to about managing your lobbying of parliament or setting up a community relations program. You will have to judge the level of advice you need according to the problem you wish to solve or the aspect of your communications you wish to manage.

This book seeks to take the mystery out of PR, and present it as a practical aspect of good business. It demolishes a great many myths about PR and provides many examples of its successful application.

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



■ Purple Cow

Transform Your Business by Being Remarkable

By Seth Godin

Portfolio, May 2003

ISBN 159184021X

160 pages

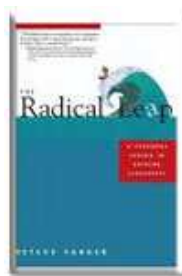


How do ideas spread? Why do some charities, movies, architects, politicians, potato chips and cars succeed, while others (just as good apparently) fade away?

Purple Cow is a book about how challenging it is to get your ideas to spread-and how you can do it successfully.

This article is an idea that I hope will spread. After you read it (if you like it!) go ahead and forward it to anyone you think might benefit from the lessons here. It's small enough to just email it to someone. Or post it, print it... I don't care, so long as it spreads!

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



■ Radical Leap, The

A Personal Lesson In Extreme Leadership

By Steve Farber

Dearborn Trade Publishing, A Kaplan Professional Company, 2004

ISBN 0-7931-8568-8

180 pages



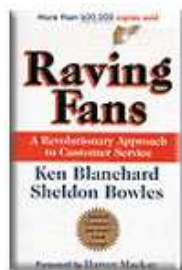
In a business that has become overloaded with corporate buzzwords, Steve Farber finds that true leadership is best achieved by returning to basic principles that are often overlooked in the cutthroat world of business leadership. In this modern parable, he redefines leadership by asking the reader to see it as an extreme sport – hence the term “Radical Leap,” an interesting acronym for its elements: Love, Energy, Audacity and Proof.

Like any sport, Radical Leadership challenges one to break free from the conventional, and makes you face your own mortality and imperfections in order to turn you into a leader people will follow to hell and back.

While some skeptics may view the LEAP as too touchy-feely and sketchy in principle, it cannot be ignored that they are principles that have inspired countless of others to follow people into wars, fanned religious flames, and built the empires of visionaries who had nothing going for them except vision and the ability to infect others with the same drive.

These principles are, in essence, the fuel that drives people to change the world.

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



■ Raving Fans

A Revolutionary Approach To Customer Service

By Ken Blanchard & Sheldon Bowles

William Morrow and Company, New York, N.Y., 1993

ISBN 0-688-12316-3

138 pages

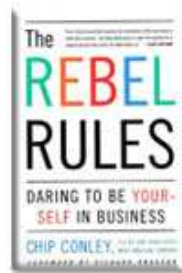


Ken Blanchard, author of The One Minute Manager and Sheldon Bowles assert that customers have long been neglected and abused by companies that they have developed very low expectations. Despite unfulfilled promises from companies, cold treatment from staff, long waits, and delayed return calls by customer service desks, customers rarely complain and keep coming back to your business, provided your competitors are not doing any better than you.

What businesses need are not “satisfied” customers who will do business with you only

until a better competitor comes along. To convert satisfied customers to "raving fans" for your business, you have to decide what you want your company to be, discover your client's needs and deliver consistently on your promises.

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



■ Rebel Rules, The

Daring To Be Yourself In Business

By Chip Conley

A Fireside Book, Simon & Schuster New York 2001

ISBN 0-684-86516-5

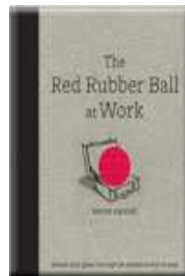
287 pages



The boy wonder of the American travel and hospitality business shares the secrets of his success. The characteristic traits of a rebel – passion, vision, instinct and agility- as illustrated by Virgin's Richard Branson, The Body Shop's Anita Roddick, and the author himself, are described here in a guidebook for today's daring new entrepreneurs.

The principles in this book apply universally to anyone who wants to create a humane and empowered workplace, whether you are from a nonprofit organization, in the government or a private business. A new kind of fast company leader is rising to power in the business world. Rebel leaders are rewriting the rules

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



■ Red Rubber Ball at Work, The

Elevate Your Game Through the Hidden Power of Play

By Kevin Carroll

McGraw-Hill Books, 2009

ISBN-13: 9780071599443

160 pages



How do you ignite creativity, problem solving, and risk-taking to score big in business? According to bestselling author Kevin Carroll, it's child's play!

Former 76ers athletic trainer Kevin Carroll has turned his childhood passion for playing ball into a bestselling franchise. In this fun and thoughtful follow-up to his bestselling *Rules of the Red Rubber Ball* (2007), Carroll switches the playing field to the workplace, where innovation, motivation, engagement, and teamwork are the headline issues. Drawing on "play profiles" from thought leaders, change agents, and business leaders, he explains how to bring a sense of play into the workplace to stimulate creativity, encourage risk-taking, achieve goals – and have a great time doing it.

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



■ Redefining F.E.A.R.

Maximizing Limited Resources with Unlimited Ideas

By Karen Evenson

Cameo Publications, 2004

ISBN: 0-9744149-3-X

140 pages

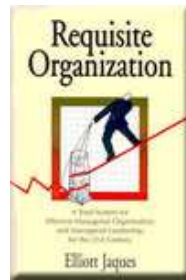


What is FEAR? In a changing world where economic uncertainty, corporate scandals, lay-offs, and even terrorist attacks have become real threats, people's fears are turning into self-fulfilling prophecies. When faced with a crisis, business leaders often resort to traditional solutions such as cutting costs or reducing headcount. These quick fixes seem to provide immediate relief but they fail to produce favorable long-term results or advance a company during challenging times. Why? Because they are reactionary decisions rooted in fear. Leaders who make decisions based on fear of a perceived threat are acting out of apprehension or distress, thereby giving power to the undesirable situation and allowing it to control them.

Effective leadership requires a proactive and creative approach to solving organizational challenges. This entails a shift in mindset which begins with a change of perception. Although

never an easy task, changing one's perception is achievable and it is exactly what this book attempts to do. Evenson's goal in writing a modern fable about the mythical Kingdom of Kaos is to shift your perception about two overused yet significant words - Fear and Leadership. She redefines FEAR as an acronym that stands for four essential leadership practices to help improve corporate performance.

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



■ Requisite Organization

A Total System for Effective Managerial Organization and Managerial Leadership for the 21st Century

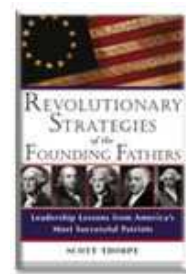
Elliot Jaques
Cason Hall & Co., 1996 (2nd Edition)
ISBN 078797112X
No. of pages: 137



It is usually a common belief that having too much organization undermines the development of the corporation and individuals. This notion may be true if the organization is badly established. However, if the organization is indeed good, the effect of having an organized corporation will lead to greater opportunities and harmonious working relationships between the employees and employers.

Requisite Organization is a theory that focuses on managerial hierarchy. It is doing business with efficiency and competitiveness, and the release of human imagination.

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



■ Revolutionary Strategies of Our Founding Fathers

Leadership Lessons from America's Most Successful Patriots

By Scott Thorpe
Sourcebooks, Inc. 2003
ISBN 1-57071-934-9
237 pages



Revolutionary adjustments are essential for businesses and other enterprises to survive and keep pace with the technological advances and innovations that are constantly changing the economic landscape. The author has come up with the radical idea of applying the strategies and tactics of the Founding Fathers during the American Revolution to contemporary business situations.

The lessons provided by revolutionaries George Washington, Thomas Jefferson, Benjamin Franklin, John Adams – to name a few – need not be confined to students of history. The strategies that made the Founding Fathers succeed in forging a republic can also be applied to the boardrooms of IBM, Nike, Honda, Wal-Mart and other modern corporations. The pitfalls and difficulties they encountered also give a valuable insight on how the attitude, tenacity and pragmatism of the leaders enabled them to overcome tremendous obstacles.

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



■ Rich Dad Guide To Investing

What the Rich Invest In, That The Poor And Middle Class Do Not!

By Robert Kiyosaki with Sharon L. Lechter, CPA
Warner Books 2000
ISBN 0-446-67746-9
406 pages

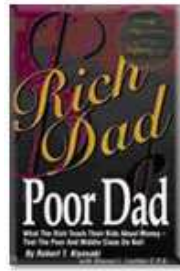


Free yourself from financial hardship, have your money work hard for you, and retire at an earlier age so you can enjoy life and do the things that really matter!

Rich Dad's Guide to Investing is a long-term guide for anyone who wants to become a rich investor and learn how to invest in what only rich people can invest in. This is not a guarantee. It is simply part of your education as a business investor. You cannot just get

rich quick, because that would be a guarantee you will lose your fortune as soon as you get it. Real long-term riches, the kind that keeps your children and grandchildren free from worries about money – this is the financial freedom that can be yours -but only if you do your homework and allow yourself to learn.

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



■ Rich Dad, Poor Dad

"What the Rich Teach Their Kids About Money- That the Poor and Middle Class Do Not!"

By Robert T. Kiyosaki

With Sharon L. Lechter, C.P.A.

Warner Books Ed., 2000

207 pages

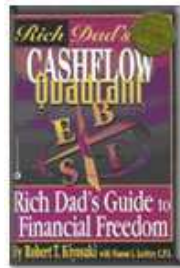


FINANCIAL LITERACY = FINANCIAL INDEPENDENCE

A true tale of two dads- one a highly educated professor, the other, an eighth grade dropout. Educated dad left his family with nothing, except maybe some unpaid bills. The dropout later became one of Hawaii's richest men and left his son an empire. One dad would say, "I can't afford it" while the other, asked, "How can I afford it?"

Rich dad teaches two boys priceless lessons on money, by making them learn through experience. The most important lesson of all is How to Use Your Mind and Time to create personal wealth. Free yourself from the proverbial "rat race". Learn to spot opportunities, create solutions and "mind your own business". Learn to make money work for you, and not be its slave.

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



■ Rich Dad's CASHFLOW Quadrant

Rich Dad's Guide To Financial Freedom

By Robert T. Kiyosaki with Sharon L. Lechter, C.P.A.

Published by Warner Business Books, 2000

ISBN 0-446-67747-7

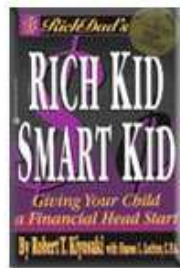
251 pages



E B
S I

The letters in each quadrant represent the Employee, Self-Employed, Business Owner, and Investor. Discover how to move from the left side to the B and I Quadrants, where you work less, earn more, pay less taxes and have more free time to spend with your loved ones!

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



■ Rich Kid Smart Kid

Giving your child a financial head start

By Robert T. Kiyosaki with Sharon Lechter, CPA

Warner Books 2001

ISBN 0-446-67748-5

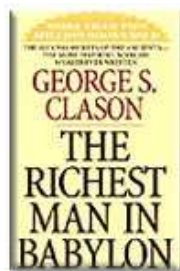
264 pages



This book is for parents who want to give their children valuable financial lessons which our educational system does not provide.

It may be the greatest gift of knowledge you can pass on to them, arming them with the business and money basics for a more secure future in an ever-changing economic environment.

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



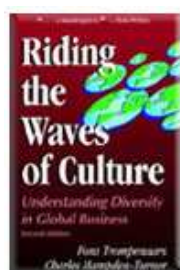
■ Richest Man in Babylon, The

By George S. Clason
Signet/New American Library
ISBN 0-451-20536-7
160 pages



This "book of cures for lean purses" is a guide to financial understanding. It offers insights that will aid you acquire money, keep money and make your surpluses earn more money. In order to show this, the book takes us back to Babylon, the cradle in which was nurtured the basic principles of finance now recognized and used the world over. Babylon became the wealthiest city of the ancient world because its citizens were the richest people of their time. They appreciated the value of money. They practiced sound financial principles in acquiring money, keeping money and making their money earn more money.

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



■ Riding the Waves of Culture

Understanding Diversity in Global Business

By Fons Trompenaars, Charles Hampden Turner
Nicholas Bradley Publishing, 2000, 2nd Edition
ISBN 1-85788-176-1



There are many factors to be considered in the operation and management of business. Capital and investment, employee performance, system efficiency and effective employee-employer relationships are just some of the many essential considerations in doing business. However, a lot of people dealing with business forget one important aspect that is deemed essential in business: culture.

Culture, as an interconnected system of meanings shared by one group, greatly affects the way people do business. Cultural orientation may vary depending on the ideas, meanings, and beliefs held upon by a group of people living together in a certain locus or situation. Hence, culture affects the way people do business in a particular location.

This book discusses the effect of cultural diversity in the way people do business. Since culture is not easily felt unless one is immersed thoroughly in the lives of the people around, it is important for businesses to carefully understand how the culture of partners and the location may optimize the operation of the business, and similarly enhance the way of interaction in business.

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



■ Rule # 1

The Simple Strategy for Successful Investing In Only 15 Minutes a Week!

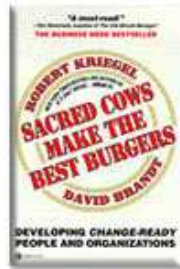
By Phil Town
Three Rivers Press, 2007
ISBN: 978-0-307-33684-2
320 pages



Most Americans are trapped in mutual funds that, at best, ride the waves of the market. They diversify to spread the risk. They are in this sort of investment for the long haul. But they still lose money in market downturns.

However, the confluence of technology, money and strategy is creating a revolution in investing at a time when small investors need it the most. Thanks to the Internet, people know a great deal more than they used to and can access this information very quickly, plus they can move in and out of markets far faster than ever before.

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



■ Sacred Cows Make The Best Burgers

Developing Change-Ready People and Organizations

By Robert Kriegel & David Brandt

Warner Brothers, Inc., 1997

ISBN 0-4466-7260-2

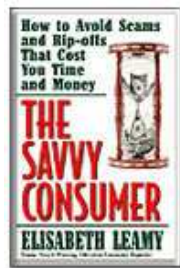
336 pages



In the new economy driven by change and spurred by opportunities coming from all directions, where competition is tough and customers are more sophisticated and demanding, it is imminent that companies and organizations take the step to remove its sacred cows. In business parlance, sacred cows refer to an outmoded belief, an assumption, practice, system or strategy that generally inhibits change and prevents responsiveness to new opportunities. Sacred cows are those who are afraid to abandon what once made them successful. Today's organizations must make room for creative ideas and new thinking in order to grow. Innovativeness is crucial.

The authors Robert Kriegel and David Brandt relate that removing sacred cows requires preparing an organization and its people for change. The change-ready process include five stages: rounding up sacred cows, developing a change-ready environment, turning resistance into readiness, motivating people to change and developing the seven personal change-ready traits

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



■ Savvy Consumer, The

How to Avoid Scams and Rip-Offs That Cost You Time and Money

By Elizabeth Leamy

Capital Book, Inc., 2004

ISBN 1-931868-57-3

320 pages



You're considering shelling out a large amount of cash. New appliance? New insurance policy? Maybe a cruise to the Bahamas? You want to be sure you're getting your money's worth. So many business books talk about making money, but how many deal with the other side of the coin, money? Finally, here is a guide to help you with as wide a variety of purchases as you could possibly make in your lifetime. From cars to building renovations, education and insurance, The Savvy Consumer teaches you to watch out for traps, to filter sales talk, and so much more.

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



■ Say It Like Obama

The Power of Speaking with Purpose and Vision

By Shel Leanne

McGraw-Hill Books, 2008

ISBN 978-0-07-161589-1

224 pages

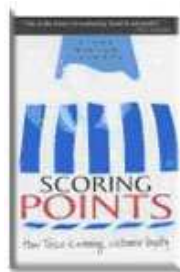


Barack Obama has brought the power of oration back to American politics. Using well-practiced public-speaking skills, he not only rouses roaring applause but inspires real change in his listeners.

In speech after speech, Barack Obama has "fired up" millions of enthusiastic supporters with his inspiring vision, rousing rhetoric, and charismatic presence. His outstanding communication skills gave rise to an unprecedented political movement and fueled Obama's success in becoming America's first African American president.

But inspiring and persuading millions isn't simply a product of innate ability—Barack Obama honed techniques that made him a highly effective speaker before audiences numbering thirty to 200,000. These techniques are vital not only in the political arena, but also for business executives, managers, and leaders from all walks of life.

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



■ Scoring Points

How Tesco is Winning Customer Loyalty

By Clive Humby & Terry Hunt with Tim Philips

Kogan Page Limited, 2004

ISBN 0-7494-3578-X

276 pages



The retail and food industry is a very competitive sector. To make it in the said industries you have to set your brand above the rest and understand the need for brand loyalty. One way of gaining brand loyalty is through a customer loyalty program.

Scoring Points teaches you how to make customer loyalty schemes work. It gives insights on Tesco's Clubcard program and the successes, obstacles and lessons the endeavor gained and faced. It shows how a daring leap of marketing imagination propelled Tesco to become number one in the UK grocery business.

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



■ Secret Formula

Frederick Allen

HarperCollins Publishers, 1994

ISBN: 0-88730-672-1

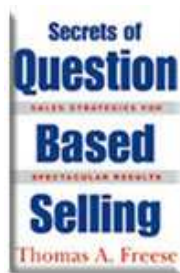
544 pages



The story of Coca-Cola is a remarkable one. The drink, first invented in 1886 by Confederate John Pemberton and Yankee Frank Robinson, is now one of the most dominant players in the global soft-drink trade. This was achieved after over a century of strict adherence to its trademark and so-called "secret formula" (with notable exceptions), wheeling and dealing, political maneuvers, savvy marketing efforts and under-the-table and backroom deals.

Coca-Cola itself, as *Secret Formula's* author Frederick Allen stresses, is much more than just a soft drink. Rather, it is more than just the sum of its parts, as it has been right from the very start. The *fiction* of Coke has always been greater than the *fact*. This is the secret of its success.

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



■ Secrets of Question Based Selling

Sales Strategies for Spectacular Results

By Thomas A. Freese

Sourcebooks Inc, 2000

ISBN: 1570715882

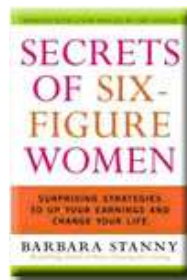
270 pages



In sales, asking the right question is just as important as knowing what to say. This is the principle behind **Question Based Selling (QBS)**. Salespeople must know how to ask the proper questions to clients and customers in order to identify new opportunities, qualify accounts and uncover needs. In addition, asking questions also smokes out any objections that may hinder the sale which is crucial in closing a transaction.

Question Based Selling offers a unique approach by providing you a step-by-step, easy-to-follow program that will enable you to ask the right questions at the right time. Author Tom Freese takes you through the QBS methodology, showing how you can penetrate more accounts, establish greater credibility, generate more return calls, and close sales faster.

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



■ Secrets of Six-Figure Women

Surprising Strategies to Up Your Earnings and Change Your Life

Barbara Stanny

Collins 2004

ISBN 0060933461

255 pages

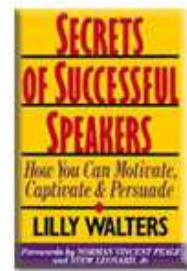


pdf mp3 ppt pda html

More and more women are making six figures and more. In fact, statistics show that the number of women making six figures and above are rising at a rate faster than for men.

In "Secrets of Six-Figure Women", author and motivational speaker Barbara Stanny provides seven strategies of female high income earners. Although it is a book that was primarily made for women, even men can follow the simple strategies that can help anyone climb up the income ladder towards financial independence.

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



■ Secrets Of Successful Speakers

How You Can Motivate, Captivate & Persuade

By Lilly Walters

McGraw-Hill, Inc., 1993

ISBN 0070680345

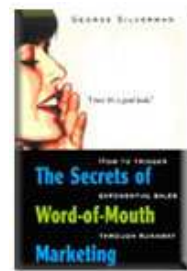
216 Pages



pdf mp3 ppt pda html

This book is an excellent resource for anyone who needs to learn effective techniques for public speaking. Walters has compiled quotes and advice from dozens of well-known speakers such as Steve Allen, Ken Blanchard, Tony Robbins and others. These ideas are interwoven around Walters' categories for preparing for a speech, overcoming stage fright, motivating an audience, etc. Some of the advice below is written first-person as given from the expert ("I cure stage fright by - ").

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



■ Secrets Of Word-Of-Mouth Marketing, The

How to trigger exponential sales through runaway word of mouth

By George Silverman

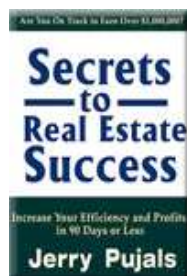
Amacom 2001



pdf mp3 ppt pda html

Word-of-mouth marketing is the most powerful and persuasive weapon you can use, and it won't cost you anything! Based on Silverman's years of consulting with successful word-of-mouth campaigns of his own clients, here is one of the first resources on how to harness the power of word-of-mouth, and be heard above the media noise. Spread the word about your hot new product or company!

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



■ Secrets to Real Estate Success

Increase Your Efficiency and Profits in 90 Days or Less

By Jerry Pujals

Cameo Publications, 2005

ISBN: 09974414999

216 Pages



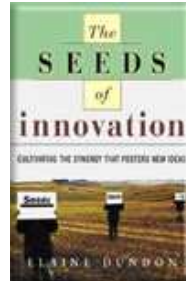
pdf mp3 ppt pda html

If you are like most people, you probably think that real estate is a lucrative and yet easy business. You see real estate professionals in their nice cars and think that they receive fat checks every month by merely showing people nice houses

Nothing could be further from the truth. Believe it or not, real estate is a tough business. Money is short and the hours are long. In fact, 70% of all new agents are out of business within 18 months!

If you are thinking of venturing into real estate, this book is for you. Author Jerry Pujals shares insider information that can help you defy the odds and become a success.

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



■ Seeds of Innovation, The Cultivating the Synergy that Fosters New Ideas

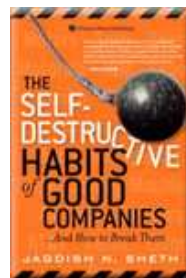
By Elaine Dundon
AMACON, 2002
ISBN 0814471463
241 pages



There is a need for organizations to become more innovative as markets become more dynamic and competitive. It is important to realize though that there is more to innovation than simply coming up with a new and unique idea.

Author Elaine Dundon explains that there are several components in fostering innovation in a corporation — Creative Thinking, Strategic Thinking, and Transformational Thinking. By planting the seeds of innovation, any organization can become an innovative organization just by using a Nine-Step Innovation Process.

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



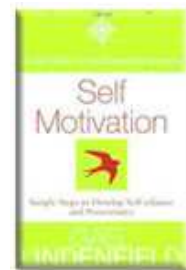
■ Self-Destructive Habits of Good Companies, The

... And How to Break Them
By Jagdish N. Sheth
Wharton School Publishing, 2007
ISBN: 0-13-179113-3
270 pages



Many companies, good though they may be, engage in self-destructive behavior. Some companies that seem to be doing well and are on top of their industry can, in a very short time, spiral downward into disaster mode. Among other things, they possess top managers, proven track records of success, an excellent competitive position, and equally outstanding products. Why, then, do companies such as these go wrong? This question is one that has plagued business thinkers for ages.

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



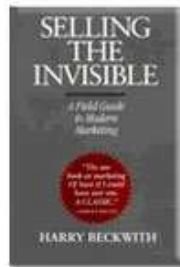
■ Self Motivation

Developing Self-Reliance, Persevering With Challenges
By Gael Lindenfield
Thorsons, London, 2000
ASIN: 0722540213
256 pages



Gail Lindenfield is a well-known British author who has written several self-help books. In Self Motivation, she does a good job of going over many aspects of self development and she provides solutions to a variety of everyday problems.

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



■ Selling The Invisible

A Field Guide to Modern Marketing

By Harry Beckwith
Warner Books NY 1997
ISBN 0-446-52094-2
252 pages



A classic book on marketing services, with hundreds of quick, practical, easy-to-read sections; perfect for picking up anytime throughout your day. Beckwith tells you in simple and plain language why focus groups don't really tell you anything, what positioning really is, and outlines eighteen common planning fallacies. A basic marketing guide that refreshes the mind after reading so many gurus and faddish ideas, now here's a book with timeless ground rules that are supported by real world stories.

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



■ Selling The Dream

How to Promote Your Product, Company, or Ideas – and Make a Difference – Using Everyday Evangelism

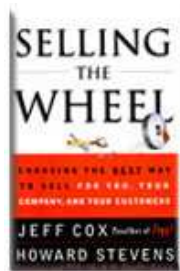
By Guy Kawasaki
Harper Publishers, 1992
ISBN 0887306004
337 pages



In this very competitive age, you need to have an innovate approach to sales, marketing and management in order to succeed and outlast competitors. Selling the Dream aims to help you achieve all that.

The book a blue print on how you can “evangelize” or sell your dreams and ideas to people and have them believe in your product, dream or idea. It also tells you how to convince people to be as passionate about your cause as you are.

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



■ Selling the Wheel

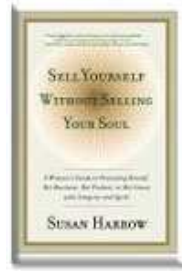
"Choosing The Best Way To Sell For You, Your Company, And Your Customers"

By Jeff Cox and Howard Stevens
Published Simon & Schuster 2001
ISBN 0-684-85600-X 0-684-85601-8 (Pbk)
256 pages



Based on decades of research and data collected from 250,000 salespeople, more than 8,500 corporate sales forces, and interviews with over 100,000 actual customers, here is the delightful parable of Max, the inventor of the wheel, and how he faces the challenge of selling his breakthrough invention- the wheel, the symbol for your product or service. The four essential selling styles of The Closer, The Wizard, The Builder, and the Captain and his Crew are demonstrated in the story; each one appropriate to the selling phase the Wheel goes through.

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



■ Sell Yourself Without Selling Your Soul

A Woman's Guide To Promoting Herself, Her Business, Her Product, Or Her Cause With Integrity And Spirit

By Susan Harrow

Quill, a Harper Resource Book, HarperCollins Publishers 2003

ISBN 0-06-019880 X

373 pages



Speaking woman-to-woman, this book is the complete guide for anyone who needs to know the PR basics to promote her business. Susan Harrow, publicist, marketing strategist, and consultant to big clients such as iVillage, Random House and Pacific Bell offers loads of practical information from how to prepare professional press materials to getting nationwide television publicity. The art of self-promotion comes from Harrow's years of experience: from knowing how to create a great press kit, being the message, mastering the interview, forging media relationships, to getting mileage on your own terms.

In this book you will learn how to:

- Stay true to yourself
- Know your message
- Practice presenting your points
- Be yourself
- Become the message you want to give
- Persevere

These are the six main areas of utmost importance to women. Women in particular need media coaching because they have been trained all their lives to be modest about their achievements. Men are very comfortable talking about their own accomplishments and there are social skills and ways of developing media savvy, which women need to use in their own way.

Women also prefer not to cheat along the way to their goals. They prefer to get to where they want to go with integrity and without making so many enemies.

This is a book with woman-centered language, principles, and concerns based on the author's experience working with mostly female clientele such as iVillage. There is deliberate non-use of aggressive war-like language. Such as "kill your competition" or "win the battle of words". Women do not find that tone appealing at all. Finally, this book offers very clear examples of materials you can fashion to fit your own unique style. Your distinct voice will come through with the helpful guidance of this author's experience.

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



■ Selling Your Business the *Hard* Easy Way

By Mark Jordan

Decere Publishing, 2008

ISBN 978-0-9816572-0-2

98 pages



In "Selling Your Business the *Hard* Easy Way", Mark Jordan offers down-to-earth insight into the key aspects of what is potentially one of the most momentous decisions of any entrepreneur's life – deciding to sell one's business – and everything that follows.

Jordan speaks simply and with candor and clarity, making this book easily readable by novices and experienced sellers alike. It provides important advice useful at many points in the process.

- Understand how to maximize the potential for a successful negotiation process and learn how to sustain momentum throughout the entire course of the transaction.
- Learn how selecting the right team of advisors can make the difference between a rescinded deal and closing a deal at the right price and on the right terms.
- Find out the danger in faulty thinking and learn how it can ruin your company and your employees.

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



■ Servant, The

A Simple Story About the True Essence of Leadership

By James C. Hunter

Crown Business, New York, 1998

ISBN 0-7615-1369-8

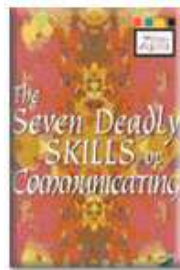
187 pages



Managing a company need not be complicated, and being a CEO should be conceptually simple. True, business leaders face difficult problems and challenges, but they eventually get the results they want. Complications arise when CEOs refuse or fail to focus on the source of the problem. They are distracted by side-issues and get confused because they succumb to one or more of the five temptations that face every business leader.

The author uses a fable to expose the inherent human temptations that create barriers to successful leadership. CEOs, at one time or another, fail to overcome the temptations which are deceptively simple since they are considered human nature. The book sweeps away the confusions that prevent managers from achieving their goal — guiding them away from the pitfalls of the five temptations.

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



■ Seven Deadly Skills of Communicating, The

By Ros Jay

International Thomson Business Press 1999

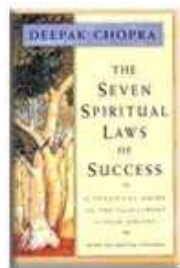
ISBN 981 4040 44 4

159 pages



Communication as always, is one of the most important tool to make an organization productive and successful. Communicating with your co-employees, staff and superiors can't be avoided. Though indirectly relayed, your actions give out unconscious messages. If you keep some information to yourself, lack of trust could be the meaning of this action. And this action is just one of the causes of a poor communication. Having Poor Communication in an organization develops low morale and negative attitudes among the people in it. In this case, productivity is affected. Communication is very important, becomes it becomes an essential tool to convince management to provide what the organization needs, that will lead to a successful and motivated people. Having the right communication and ways of doing it, will nurture happy employees that would lead to a productive and motivated environment. And this will give the manager an easier and rewarding job that would reflect his management skills.

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



■ Seven Spiritual Laws Of Success, The

A Practical Guide To The Fulfillment of Your Dreams

By Deepak Chopra. M.D.

Amber-Allen Pub 1995

ISBN: 1878424114

115 pages



Dr. Deepak Chopra is a well-known author of more than 25 books. He is one of the leading spokespersons for a growing movement of physicians who are combining modern Western medicine with ancient Eastern healing methods. Chopra was formerly the Chief of Staff at Boston Regional Medical Center, and he has taught at Tufts University and Boston University Schools of Medicine. The Seven Spiritual Laws of Success is a short but insightful book that explains how simple actions can make a big difference. Some parts of it may appear abstract to those who have not experienced Eastern philosophy.

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



■ Simple Ways To Manage Your Service Customers

Service Management Ideas

By Promod Batra and Vijay Batra

Think, Inc.; New Delhi, 2004

ISBN : 81-900547-9-1

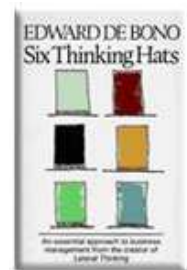
97 pages



Providing quality after-sales service is always important in a business; it's what keeps your customers coming back; it's what makes your business grow; it's what builds your reputation and credibility. And quality service depends a lot on you as a service person, your employees, and how you manage your service.

"Simple Ways to Manage Your Service Customers" by Promod Batra and Vijay Batra provides simple service management ideas that you can implement without fuss and build an image as an organization committed to standing beside your customers all the time. Basically, it puts premium on paying attention to the small details that are often overlooked by business people, as well as training employees with the right attitudes and skills to provide the best service possible.

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



■ Six Thinking Hats

An essential approach to business management

By Edward De Bono

Back Bay Books edition by Little, Brown and Co. 1999

ISBN 0 316 17791 1

173 pages



Confusion is the biggest enemy of good thinking . Simplicity is the key. "When thinking is clear and simple, it becomes more enjoyable and more effective."

The Six Thinking Hats method is very easy to understand and therefore, simple to use. This tool can be used no matter how big or small your organization is, to create a more creative atmosphere, improve communication and train people to use a clearer way of thinking.

A hat is something you can easily put on and take off. The hats are visual cues for us to allow an easy switch in our modes of thinking. The wonderful thing about this method is that it can be taught to children as well as top executives!

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



■ Six Disciplines for Excellence

Building Small Businesses That Learn, Lead and Last

By Gary Harpst

Six Disciplines Corporation, 2004

ISBN 0974858706

265 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 >>](#)



■ Small Business Survival Guide

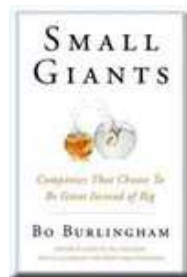
By Cliff Ennico
Adam Media Corporation, 2005
ISBN 1593374062
220 pages



Thirty million Americans are involved in small businesses and entrepreneurial start-ups. Unfortunately, statistics show that more than 80% of small businesses fail within their first five years. Business owners often fall prey to greedy lawyers and accountants, cut-throat competition, and mounting debts and taxes.

As a small business owner, you need to protect yourself against creditors, crooks and competitors. Author Cliff Ennico provides you with effective and affordable strategies for conquering small business predators.

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



■ Small Giants

Companies That Choose to Be Great Instead of Big
By Bo Burlingham
Penguin Group, New York, USA; 2005
ISBN : 978-1-59184-149-4
232 pages



Everybody has virtually dreamt of becoming big. People have literally romanticized expanding their turfs, intensifying their aims, and ultimately multiplying their chocks of cash, thinking that they will get better when they're "bigger." In the realm of business, the same circumstances are witnessed. Companies (or their proprietors, for that matter) are beguiled by the purported wonders that go with their impulsive—but most of the time *miscalculated*—sizing up. In this light and poignant volume, Bo Burlingham demonstrates that this is not always the case: being big does not automatically entail being great.

Bo Burlingham brings to fore companies which have opted to stay relatively small yet in their modest niches staggeringly became even more lucrative and remarkable compared to others in their industry. These *Small Giants*, as what he dubbed them, are the author's pragmatic way of convincing and inspiring the rather peewee firms that excellence must not be dictated merely by size. It is about touching lives and making a difference, no matter how far, no matter how small, no matter how little.

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



■ Starbucks Experience, The

5 Principles for Turning Ordinary into Extraordinary
By Joseph A. Michelli, Ph.D.
McGraw-Hill Publishing Company
ISBN-13: 978-0-07-147784-0
ISBN-10: 0-07-147784-5
181 pages



The Starbucks Experience discusses the unique blend of "home-brewed" ingenuity and people-driven philosophies that are behind Starbucks' success. Author Dr Joseph Michelli gained access to Starbucks personnel and resources and discovered that the company's success is driven by those who work there – the "partners" – and the special experience they create for each and every customer.

Dr Michelli makes use of real-life insider stories, eye-opening anecdotes, and step-by-step strategies to condense Starbucks' working philosophies into five key principles in order to enable readers to learn from the best – and *be* the best.

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



■ Start Late, Finish Rich

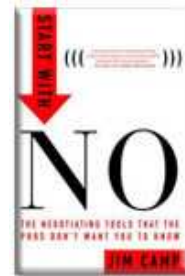
By David Bach
Broadway Books, 2005
ISBN 0767919467
330 pages



Do you feel like it's too late for you to get rich? Did you procrastinate, save too little and borrow too much? Don't worry. Whether you're in your thirties or even sixties, it's never too late for you. With the right plan, you can start late and still finish rich. .

David Bach, America 's leading money coach and bestselling author of *The Automatic Millionaire*, provides you with an inspiring and easy-to-follow plan that can help you achieve financial security at any age.

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



■ Start With NO

By Jim Camp
Crown Business, Crown Publishing Group 2002
ISBN 0-609-60800-2
259 pages



We have heard about it before - the infamous win-win situation. Negotiators are told that their most important task is to find a situation where both parties come out happy or as "winners".

Unfortunately, this is not always the case. In this book, Jim Camp, shows you how win-win situation are just fairy tales, and how you can make all the difference in your negotiations by starting with one very important word - NO.

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



■ Strategy Moves

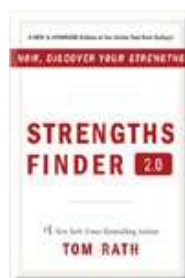
14 Complete Attack and Defense Strategies for Competitive Advantage

By Jorge A. Vasconcellos E Sá
Prentice Hall, 2005
ISBN 0273701673
212 Pages



This book lays down 14 strategies for competitive advantage - 6 attacks and 8 defenses, the success of which depends on mastering the rules of timing (when to perform each type of strategy); method (how to implement it); and alliances (whether to do it alone or in allianc

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



■ StrengthsFinder 2.0

A New and Upgraded Edition of the Online Test from Gallup's Now, Discover Your Strengths

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

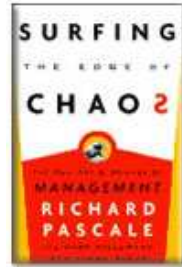


StrengthsFinder 2.0 is an effort to get the core message and language of its predecessor *StrengthFinder* to a broader audience. After the enthusiastic reception of the first book that was oriented more towards managers who discovered what their strengths were, this sequel now focuses on applying these strengths after you have discovered them. The book surveys hundreds

of respondents and condenses these responses to 34 themes or key areas that can easily be translated into ideas and action.

The book also strives to be reader-friendly and tones down its vocabulary so that it can be accessible to people without any management experience. The 2.0 version gives you a talent profile so unique that you're unlikely to share even a sentence with someone else. This book helps readers apply their newly found strengths to any type of role, and gives them ideas to help them apply their talents in their daily life, no matter what kind of work they have and what their interests are.

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



■ Surfing the Edge of Chaos

The Laws of Nature and the New Laws of Business

By Richard T. Pascale, Mark Millemann, Linda Gioja

Random House Inc., 2000

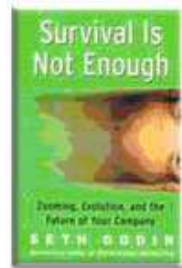
ISBN 0812933168

320 pages



The science investigating Complex Adaptive Systems is a broad based inquiry into the common properties of all living things - beehives and bond traders, ant colonies and enterprises, ecologies and economies. Over many millions of years, nature has evolved strategies for coping both with prolonged periods of gradual change and occasional cataclysms in which only the most adaptive survive. The latter condition is familiar to many in organizations today. This book distills four bedrock principles from the living sciences and demonstrates their managerial relevance in a time of disruptive change.

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



■ Survival Is Not Enough

Zooming, Evolution, and the Future of Your Company

By Seth Godin

Simon & Schuster, Inc. 2002

ISBN 0 7432 2571 6

265 pages



- Change is the new normal.
- Charles Darwin's Theory of Evolution can be applied as a metaphor for businesses.
- Only companies that zoom, or learn to adapt and evolve constantly will survive.
- Companies that don't evolve and make change a normal thing are signing up for their own extinction.
- Genes take longer to change over time. Memes, or new ideas, spread at a much faster rate than genes.
- Zooming is about constant change, for no particular reason, and with no particular goal.
- Zooming is less painful. You gradually breed a new kind of species, instead of forcing one to make a big traumatic change.
- Zooming is about stretching your limits by adapting to new ideas, opportunities, and challenges without triggering our inherent human change-avoidance reflex.
- Zooming is about adapting small changes over time.
- You can practice zooming in everyday life: change your office layout, eat in a different restaurant every weekend, listening to a new CD everyday, read a magazine you've never read before, or just do something for the first time, as often as possible.
- Normal can be an environment where new memes appear on a regular basis.
- Companies that zoom do the same thing but try something just a little bit differently each time.

[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