

Giftology The Art And Science Of Using Gifts To Cut Through The Noise Increase Referrals And Strengthen Retention

Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company with the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In *Never Lose a Customer Again*, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number

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of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

The UCLA Bruins coach pays tribute to the individuals who helped foster the values that shaped his career, and shares interviews with people he mentored throughout the years, including Kareem Abdul-Jabbar and Bill Walton.

Are you a woman wondering if an intermittent fasting approach is good for your body? Have you already tried every kind of diet with no results? Then keep reading. According to a recent report from the National Centre for Health Statistics, most of the American women aged 35+ progressively get overweight in such a short period, with all the bad consequences it has on their health. If this is what you are scared of, this guide is for you! By reading this book, you will be figuring out all the latest methodologies of intermittent fasting approaches that will allow you to benefit from losing weight, resetting metabolism and slowing ageing down. What you will get from this book: - What intermittent fasting is; - Benefits of this approach as a woman; - Great weight loss tips for women; - 50+ selected tasty recipes for your diet plan; - A dedicated chapter for pregnant women looking out for this approach. Finally, you will be clearly explained all the difference between men and women that everybody who wants to start this diet plan must know, and how to avoid the most common mistakes that might affect the results. What are you waiting for? Buy the book now and enjoy the reading!

A comprehensive guide to the inner psychology revealed by the hand • Details how to interpret the entire hand--the shape of the palm and fingers, mounts, lines, fingerprints, flexibility, nails, and skin texture • Reveals the personality archetypes, strengths, and weaknesses connected with each of the seven mounts and how the rest of the hand modifies these traits • Explains how lines change and the decisive influence of the person's own mind in healing defects found on the lines Palmistry is a science and a universal language. The hand tells a story about your talents, relationships, health, and how you feel about yourself. It reveals periods of ease or challenge in your life, and it speaks about your weaknesses and the traits you need to develop. As you change, so do your hands, reflecting the progress you have made. In this comprehensive guide to hand reading, based on Ellen Goldberg's 40 years of teaching palmistry and the Western Mystery tradition, the authors make the powerful insights of the hand accessible in an inviting and user-friendly manner. The book presents the character traits and personality archetypes associated with each of the seven mounts of the palm

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and shows how to determine which are most influential in the nature of the individual. The mount archetypes reveal the lifestyle, love, sex, and marriage preferences; the best career choices; and the unique strengths and weaknesses for each person. The book also examines other factors that enhance the qualities revealed by the mount types, including the flexibility of the hand, texture of the skin, and the shapes of the fingers, fingertips, and nails. The meaning of each major and minor line is described in detail as well as the influence the person's own mind has in healing defects and obstacles found on their lines. The authors also provide accurate timing guides for each line, making it possible to locate specific events and to see how your lines change over time. Presenting the hand as a guide to self-fulfillment, *The Art and Science of Hand Reading* incorporates correspondences to other mystical sciences such as astrology, Kabbalah, the Hermetic teachings, and archetypal psychology. It also includes practical examples and more than 600 illustrations to show how to integrate the meanings of each part of the hand to form a complete picture of your inner psychology and your ever-changing destiny.

USA TODAY BESTSELLER Take HOLD of your financial future! Learn how to obtain financial freedom through real estate. The final book in Gary Keller's national best-selling Millionaire Real Estate Investor trilogy teaches the proven, reliable real estate investing process to achieve financial wealth: 1. Find – the right property for the right terms and at the right price. 2. Analyze – an offer to make sure the numbers and terms make sense. 3. Buy – an investment property where you make money going in. 4. Manage – a property until it's paid for or you have a large amount of equity to leverage. 5. Grow – your way to wealth and financial freedom.

Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. *The Art of the Start 2.0* solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure

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affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. As Guy likes to say, "Entrepreneur is a state of mind, not a job title." His book will help you make your crazy ideas stick, through an adventure that's more art than science – the art of the start.

HOW WILL I KEEP MY CAREER ON TRACK WHEN I START A FAMILY? If you are a career woman and know you want a family in the future, a regular career plan just won't cut it. What you need is a long-term career strategy that targets the emotional and practical challenges you'll face when the time comes to balance a family and a career. *Babyproof Your Career* gives you that strategy, and shows you why the time to implement that strategy is now. Drawing on the author's past experience of a high flying career that derailed when she started a family, and interviews conducted with successful working mothers, *Babyproof Your Career* gives you practical tips and savvy advice that will prepare you for the day you want to enjoy it all. When you read this book you will learn how to: 1. Take control of your career and improve your work life balance; 2. Overcome the Five Pitfalls of Working Motherhood; 3. Be more assertive, resilient and get the right people on your side; 4. Improve your motivation, your confidence and take better care of yourself. This is the book every career woman should read before starting a family.

"You hear it all the time. It's the one thing that almost everyone in business can agree on. Except it's not actually true. Meetings don't suck--we suck at running meetings. When done right, meetings not only work, they make people and companies better. In *Meetings Suck*, world renowned business expert and growth guru Cameron Herold teaches you how to use focused, time effective meetings to help you and your company soar. This book shows you immediately actionable, step-by-step systems that ensures that you and everyone in your organization improves your meetings, right away. In the process, you'll turn meetings that suck into meetings that work."--Page [4] of cover.

Discover the key to all your future success and achievement, and learn that what makes you different, makes you great. According to science, 99 percent of our DNA sequence is the same as other humans. Pastor Keith Craft believes that the 1 percent difference in each of us is a type of glory that God has given us. Within the pages of his motivational and inspirational self-help book, *Your Divine Fingerprint: The Force That Makes You Unstoppable*, are the tools to help you discover a unique fingerprint that you have been given. These tools will help you deploy your unique difference that your family needs, your marriage needs, your job needs, your faith needs—that the world needs. And when you embrace and live in that uniqueness, you celebrate the glory of God.

Phil M. Jones has trained more than two million people across five continents and over fifty countries in the lost art of spoken

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communication. In *Exactly What to Say*, he delivers the tactics you need to get more of what you want.

DIGITAL POLLUTION IS THE PROBLEM. HUMAN-CENTERED COMMUNICATION IS THE SOLUTION. We're spending more time than ever in virtual environments. That will only increase, as will the amount of noise we encounter there. The seemingly endless series of unwelcome digital distractions range from frustrating to dangerous. As individuals and businesses, we not only spend time and energy managing this digital pollution, we often create it. At risk are relationships and revenue. The only viable way forward is to be more thoughtful, intentional, and personal. Human-Centered Communication provides a philosophy and practice to help you connect in more meaningful and effective ways with prospects, customers, team members, and every stakeholder in your success. Learn to: Break through the noise and earn attention Build trust and create engagement Enhance your reputation with both people and algorithms The concepts and models in this book apply to any form or channel of communication, but human centricity favors video. More visual and emotional than faceless digital communication, video enhances tone, intent, subtlety, nuance, and meaning. Learn to be clearer and more confident on camera in live video calls, meetings, and presentations, as well as in recorded video emails, social messages, and text messages. The authors of the bestselling *Rehumanize Your Business* join with eleven industry-leading experts from companies like Salesforce, HubSpot, and RE/MAX to lead the growing conversation on leveraging human strengths in an increasingly digital world. The brightest future is tech-enabled, but authors Ethan Beute and Stephen Pacinelli show that it's also human-centered. The experts studied, interviewed, and featured: Jacco van der Kooij, Founder of Winning by Design Dan Hill, PhD, President of Sensory Logic Mathew Sweezey, Director of Market Strategy at Salesforce Julie Hansen, Creator of the Selling on Video Master Class Adam Contos, CEO of RE/MAX Lauren Bailey, Founder and President of Factor 8 and #GirlsClub Mario Martinez Jr, Founder and CEO of Vengreso Viveka von Rosen, Cofounder and Chief Visibility Officer at Vengreso Shep Hyken, Customer Service and Customer Experience Expert Morgan J Ingram, Director of Sales Execution at JB Sales Training Dan Tyre, sales executive and founding team member at HubSpot Among the themes addressed: Trust and relationships Communication and connection Service and value Text and video Noise and pollution Among the types of videos in which you'll become more confident and effective: Live, synchronous video meetings Recorded, asynchronous video messages Video calls and video presentations Video in emails and text messages Video in social feeds and social messages Video for specific individuals and large groups Video for known audiences and anonymous masses Video for prospects, customers, employees, and other stakeholders For immediate benefits and for long-term reputation, now is the time to get ahead of and stay ahead of ever-increasing digital noise and pollution - with Human-Centered Communication.

Twenty benefits from the three-fund total market index portfolio. The Bogleheads' Guide to The Three-Fund Portfolio describes the most popular portfolio on the Bogleheads forum. This all-indexed portfolio contains over 15,000 worldwide securities, in just three easily-managed funds, that has outperformed the vast majority of both professional and amateur investors. If you are a new investor, or an experienced investor who wants to simplify and improve your portfolio, *The Bogleheads' Guide to The Three-Fund*

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Portfolio is a short, easy-to-read guide to show you how.

Reorient your selling approach Mr. Shmooze is the parable of a man who reveals the secret shared by all superstar salespeople.

Selling, in its most exquisite form, is not about "taking," nor is it about "persuading." Selling, believe it or not, is about "giving."

Mr. Shmooze gives for a living. He starts by listening and he quickly comes to understand what people really need. His customers love him because he gives more than he takes. They trust him because he is passionate about their interests. And, at the end of the day, they reward him handsomely for bringing joy, humor and wisdom into their lives. Woven into the story are several

powerful lessons for salespeople in all industries who attempt to build relationships as the emotional bridge to their clients. • Bring extraordinary passion and energy to personal communications • Generate contagious, positive feelings, lifting spirits because people buy with their emotions • Make the small, positive gestures that can lead to huge, long-term results • Abraham has had a diverse business career that has established him as a well-known expert on what makes high-performing salespeople Mr.

Shmooze gives you the new approach you need to sell like you've never sold before!

Offers leaders a blueprint to address the entire productivity culture of an organization to improve overall effectiveness.

Do you feel overwhelmed at the thought of another Christmas, holiday season, or birthday? Do you ever wish you could

effortlessly know what gifts make people happy? Are there times when you just can't think of what to get someone and you end up giving them a gift card, yet again? Ever hear of an amazingly unique gift someone gave, and wonder how they ever thought of it?

In The Art of Gift Giving you will learn simple skills and discover useful resources that make birthdays and holidays something to look forward to -- as fun opportunities to show the people you care about how well you know and appreciate them. You will learn how to listen, be creative, and present gifts that always touch and bring happiness to the people in your life. You will become a Master Gift Giver

In the study of warfare, great men have concluded that there are some overriding principles which, if followed, will always tend toward success in battle, and if neglected or ignored, will tend toward defeat or even destruction. These principles have been entitled the "principles of war." But not all warfare is waged on a battlefield: every Christian is called to be a soldier. Our fight is against Satan, our objective is the acknowledgment and fulfillment of God's commands, and our ammunition is the power of the Holy Spirit. In Principles of War Jim Wilson outlines the time-tried, fundamental principles of war and explains how we can employ them in our daily spiritual battles as we fight a war which our commander in chief has already won for us. Jim Wilson has worked as a pastor and director of Community Christian Ministries (Moscow, Idaho) for over thirty-five years. Before that, he served in the Navy as an officer for nine years and then with Officer's Christian Fellowship for another twelve years. Jim has authored a number of books (including How to Be Free from Bitterness) and is well-known for his practical Bible teaching on relationships and evangelism. He and his wife Bessie have four children, fifteen grandchildren (one of whom is in heaven), and fifteen great-grandchildren.

With over 100,000 copies sold, this is one of the most popular business- and sales-boosting guides ever written. This

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new edition offers successful entrepreneur and speaker Bob Burg's proven relationship-building system that thousands of professionals and entrepreneurs have used to turn casual contacts into solid sales opportunities. In *Endless Referrals*, he shows you how to:

- Turn every contact into a sales opportunity
- Dramatically increase your business without spending more time or money
- Identify the most profitable contacts
- Use six keys to remember names and faces

NEW SECTION! Network the Internet

NEW SECTION! Set up a successful home-based business

- Take the intimidation out of telephoning
- Overcome fear of rejection

NEW SECTIONS! Succeed in multi-level, network, and mail order marketing

- Position yourself as an expert
- Mark yourself for success!

"Michael Ovitz is the iron-fisted CAA talent agent and dealmaker who negotiated unprecedented salaries for his agency's clients and, with unbridled tenacity and street-wise cunning, wrested power from the almighty studios. His ascension to the pinnacle of Hollywood power impressed both his friends and foes ... but his rapid fall from grace stunned even the most hardened Hollywood insiders (not to mention an astronomical severance package that weighed in at over \$125 million.)" "Now, for the first time, here is the inside story of the charismatic yet media-shy mogul, in a behind-the-scenes account that exposes not only the underpinnings of his meteoric success, but also the often-hidden machinations of the entertainment industry. This revealing new biography is based upon the author's unprecedented series of interviews with Michael Ovitz, as well as 150 exclusive interviews with Hollywood's top celebrities."--BOOK JACKET. Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

Over the last few decades, networking has devolved into an endless series of cattle call events full of open bars and closed fists. Perfect strangers, after a long day at the office, agree to show up and bump into each other, randomly exchanging business pitches for business cards. Needless to say, traditional networking isn't working anymore. For successful 21st century business people, large networking events and the mountains of business cards they produce have become a waste of time and valuable resources. It's time for a new, modern approach to networking. Born out of author Derek Coburn's frustration with having spent thousands of fruitless hours attending traditional networking events, this book offers fresh, effective, unconventional strategies for growing and nurturing a powerful network. These strategies grew Coburn's revenue by 300% in just 18 months and can have a major impact on your business. You will learn how to:

- * Become the Ultimate Connector
- * Become the Ultimate Resource
- * Identify and develop relationships with world-class professionals
- * Enhance the value you deliver for your best clients
- * Position yourself for more quality introductions to ideal prospective clients

Once you implement the networking strategies in this book, the quality of your clients, your business, and your life will improve dramatically.

Twelve former and three current Cutco Cutlery sales professionals--with more than \$300 million combined in Cutco

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Cutlery sales--have gathered together to collaborate and share their influence, secrets, and real world wisdom. Being an effective communicator in English is a sign of intelligence and productivity. It is highly valuable in competitive environments where you come across a lot of brilliant people. In this book, you will learn all the phrases to be an effective team player in meetings.

Speakers who author books have a venue to sell books, build their tribes, and create more visibility for their platforms. Authors who speak have added credibility and visibility with their books, having quite literally "written the book on it." Speaker Authors can uniquely create a broader platform that expedites and amplifies their message to the marketplace, building on their "authority" in compelling ways. Lois Creamer and Cathy Fyock have teamed to help you become a Speaker Author and ramp-up your impact to build your business. Whether you are a coach, consultant, or other expert who benefits by positioning your intellectual property, you will benefit from this idea-packed book.

Written by a leader for leaders, The Millennial Whisperer shares proven, profit-driven strategies for leading millennials in the workforce. The Millennial generation is the largest, most diverse generation in the history of the United States. They will make up 75 percent of the workforce by 2030. Unfortunately, Millennials made a poor first impression in the business world, developing the reputation of being lazy, entitled, selfish, and disloyal. The truth is, Millennials are no lazier or more entitled, selfish, or disloyal than any previous generation; they just grew up with different experiences than older generations and are motivated by different things. In The Millennial Whisperer, Chris Tuff puts into context the ways Millennials differ from previous generations and shares practical steps companies and leaders can take to immediately boost productivity without building an office full of ping pong tables, beer kegs, and participation trophies. Chris provides practical ways for leaders to build a corporate culture in which Millennials can thrive, establish effective rewards systems at lower cost, address disciplinary methods effectively, and more! Get ready to turn your conference room back into a conference room, bring the beer kegs home for your next birthday bash, and put the participation trophies in the trash where they belong.

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Struggling to reach the people who matter? Discover a new mentality to help you stand out from the crowd. Having trouble making an impact in today's distracted world? Are your online efforts falling on deaf ears? Have tried-and-true marketing tactics led to nothing but disappointment? Keynote speaker and thought leader Jim F. Kukral is a recognized business branding expert whose work has appeared in the New York Times and the Wall Street Journal. With his finger on the pulse of the modern marketplace, he'll show you how to use today's connection-driven mindset to make the most of your life and work. Your Journey to Becoming Unskippable demystifies a world where customers think and act differently. Using case studies and anecdotes, Kukral shares how to stop consumers from scrolling past your content

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and get them to start paying attention. Written in a conversational style, this book helps instill followers with true belief in your business, giving you a powerful edge over your competition now and well into the future. In *Your Journey to Becoming Unskippable*, you'll discover: Intuitive stories that show you the practical application of groundbreaking concepts How to let go of old ideas to avoid mistakes and plan for the changing times New ways of thinking that rise above old-fashioned marketing and earn lifetime customers Tactics to showcase common-held beliefs to help you attract the right attention Methods to employ the "unskippable" concept right away for immediate results, and much, much more! *Your Journey to Becoming Unskippable* is your essential guide to changing the way you achieve true success. If you like practical ideas, no-nonsense approaches, and honest advice from a renowned expert, then you'll love Jim F. Kukral's fresh take on today's transformed business world. Buy *Your Journey to Becoming Unskippable* to break the mold today!

In 2009, BlackBerry controlled half of the smartphone market. Today that number is one percent. What went so wrong? *Losing the Signal* is a riveting story of a company that toppled global giants before succumbing to the ruthlessly competitive forces of Silicon Valley. This is not a conventional tale of modern business failure by fraud and greed. The rise and fall of BlackBerry reveals the dangerous speed at which innovators race along the information superhighway. With unprecedented access to key players, senior executives, directors and competitors, *Losing the Signal* unveils the remarkable rise of a company that started above a bagel store in Ontario. At the heart of the story is an unlikely partnership between a visionary engineer, Mike Lazaridis, and an abrasive Harvard Business school grad, Jim Balsillie. Together, they engineered a pioneering pocket email device that became the tool of choice for presidents and CEOs. The partnership enjoyed only a brief moment on top of the world, however. At the very moment BlackBerry was ranked the world's fastest growing company internal feuds and chaotic growth crippled the company as it faced its gravest test: Apple and Google's entry in to mobile phones. Expertly told by acclaimed journalists, Jacquie McNish and Sean Silcoff, this is an entertaining, whirlwind narrative that goes behind the scenes to reveal one of the most compelling business stories of the new century.

Every business needs referrals from satisfied clients. A good referral can lead to a closed sale faster and easier than any other lead. But let's face it. Asking for referrals can be awkward. And asking is often ineffective. That's why Stacey Brown Randall developed a method of getting referrals – without asking. In her book *Generating Business Referrals Without Asking*, she shares her system for revolutionizing any business. Her structured approach reduces the hustle and increases productivity and profit. With Randall's system, you can stop wasting time and money marketing to cold leads and stalking would-be clients on social media. And you can start doing what you love most – providing the excellent service that made you go into business in the first place. In *Generating Business Referrals Without Asking*, you'll get Randall's five steps to steady business growth, case studies from business professionals, and a step-by-step roadmap that even the busiest business owner can implement.

Does it feel like you work in a "red ocean filled with sharks?" Eat or be eaten. Fierce competition. Continual battling over scarce resources. What if there was another path? What if you could create your own blue oasis where profits are higher, marketing is as natural as breathing, and competition is nearly nonexistent? This nirvana can be a reality when you practice the principles of Giftology. In this unusual un-marketing resource you'll discover... *Why Giftology isn't an expense...it's an investment that can pay off with huge dividends. *How to practice Giftology on a tight budget... it's easy and very effective. *How Giftology turns existing clients into your best salespeople. *Why (and how) gifts with a relatively low value can trump something expensive. *When is the best time to send gifts? (The answer may surprise you.) *How to unleash a "Referral Factory," a small army of influencers vouching for you--no gimmicks, no catches. *Find out how Giftology can

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transform your supply chain. *The ten worst gifts... definitely avoid these. (This info's available in the expanded bonus resource. Just click the link inside! It's my gift to you.) The average person is hit with at least thirty thousand messages a day, courtesy of that "red ocean filled with sharks." Giftology neutralizes that deadly philosophy and equips you with every tool you need to make your message a priority. Every time. Get your copy today!

Whether you are selling a house, closing a business deal, settling a divorce, arbitrating a labor dispute, or trying to hammer out an international treaty, Howard Raiffa's new book will measurably improve your negotiating skills. Although it is a sophisticated self-help book—directed to the lawyer, labor arbitrator, business executive, college dean, diplomat—it is not cynical or Machiavellian: Raiffa emphasizes problems and situations where, with the kinds of skills he aims to develop, disputants can achieve results that are beneficial to all parties concerned. Indeed, he argues that the popular "zero-sum" way of thinking, according to which one side must lose if the other wins, often makes both sides worse off than they would be when bargaining for joint mutual gains. Using a vast array of specific cases and clear, helpful diagrams, Raiffa not only elucidates the step-by-step processes of negotiation but also translates this deeper understanding into practical guidelines for negotiators and "intervenor." He examines the mechanics of negotiation in imaginative fashion, drawing on his extensive background in game theory and decision analysis, on his quarter-century of teaching nonspecialists in schools of business and public policy, on his personal experiences as director of an international institute dealing with East/West problems, and on the results of simulated negotiation exercises with hundreds of participants. There are popular books on the art of winning and scholarly books on the science of negotiation, but this is the first book to bridge the two currents. Shrewd, accessible, and engagingly written, it shows how a little analysis sprinkled with a touch of art can work to the advantage of any negotiator.

The startup playbook for partnering with big business Corporations are desperate to overhaul their culture and the perception that they are giant, bureaucratic dinosaurs too slow to react in a rapidly changing business landscape. Many are trying to be more innovative and agile, like a startup. One easy way to achieve this goal is through partnering with or acquiring a startup. Corporate venture capital (CVC) now makes up 25 percent (~\$18 billion) of all venture capital dollars in North America. The Startup Gold Mine reveals how the world's largest and most prestigious brands make innovation decisions, including new product launches, vendor-startup partnerships, and even billion-dollar acquisitions. The book also details the ways startups can leverage corporate strengths and weaknesses for mutual benefit. Readers will learn Why the "innovator's dilemma" is leading large companies to seek out partnerships with startups How to close a deal with a large company, from first connection to getting paid Strategies to troubleshoot common land mines that startups encounter when working with large companies Ways to navigate the convoluted corporate landscape without spending a fortune on conferences and consultants. Author Neil Soni draws on his experience as an entrepreneur and as an external innovator with premier brands like Estée Lauder, MAC, and Smashbox to reveal large companies' inner workings, as well as how startup founders and employees can use this knowledge to close the biggest deals of their lives. PRAISE FOR THE STARTUP GOLD MINE "A really useful guide for startup founders and big company executives alike. Packed with practical steps and common mistakes, this book is one to read attentively and keep handy for future referencing." --Maria Thomas, former Etsy CEO, SmartThings CMO "The Startup Gold Mine is THE playbook for getting your startup-corporate deals across the finish line. Every founder needs to read this!" --Justin Mares, founder of Kettle & Fire, coauthor of Traction "Over the last decade, big companies have completely changed their approach to innovation, with startups at the center of those efforts. The Fortune 500 are turning to startups for innovation across every facet of their business, ranging from marketing and sales to customer service and logistics. Gone are the

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days when ‘no one ever got fired for buying IBM.’” --Dave Knox, author of Predicting the Turn, cofounder of The Brandery, CMO of Rockfish
“A productive relationship with the right corporate partner can unlock years of growth for a startup. On the other hand, there are numerous pitfalls along the way that can have you running in circles. The principles in The Startup Gold Mine give founders the proper framework to navigate the startup-corporate intersection to get their deal done.” --Sean Ammirati, partner at Birchmere Ventures, author of The Science of Growth
“Giftology will get you in the door. The Startup Gold Mine will help you close the deal. This is a must-read book for anyone selling into large organizations!” --John Ruhlin, author of Giftology, founder and CEO of the Ruhlin Group
“I’ve been working with startups in rapidly growing and evolving industries for over a decade. The principles Neil outlines in The Startup Gold Mine are spot on and essential reading for any founder looking to grow his or her business.” --Chris Chaney, founder, president, and owner, Infinite Esports & Entertainment
From Mike Michalowicz, bestselling author of Profit First, Clockwork, and Fix This Next, a practical and proven guide to standing out in a crowded market. Many business owners are frustrated because they feel invisible in a crowded marketplace. They know they are better than their competitors, but when they focus on that fact, they get little in return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate? 2. Does it attract? 3. Does it direct? Get Different is a game-changer for everyone who struggles to grow because their brand, message, product or service doesn't stand out and connect with customers--the long-anticipated answer to the defining business challenge of our time.

Build a better financial future for yourself and the world. Former monk turned financial advisor, Doug Lynam, shares the rules of money management that will change your approach to earning, saving, and investing. From Monk to Money Manager is an entertaining and self-deprecating journey through Lynam's relationship with the almighty dollar—his childhood in a rich family, the long-haired hippie days running away from materialism, time in the Marine Corps looking for selfless service, and his twenty years in the monastery under a vow of poverty that led to his current profession as a financial advisor. In this unique look at wealth from a spiritual perspective, Lynam shares his belief that God doesn't expect us to live in poverty. The truth is, we need financial peace so we can help others. When money becomes a part of our spiritual practice, used in love and service, it can bring us closer to our highest spiritual ideals. With humor and humility, Lynam uses stories told through the lens of his own money mistakes, and those of counseling clients, to understand how our attitudes about money hold us back. He also provides clear, step-by-step guidance on how to grow a little bit wealthy. His insights include how to build a compassionate relationship to our finances; some of the good, bad, and ugly truths about money; and the tricks to unlocking financial freedom.

Great relationships are the difference between success and failure in business. That's the lesson that Robert Hanson, owner of a struggling insurance agency, is about to learn. By following the advice of two surprising mentors and the natural connectors he meets through them, Robert uncovers powerful relationship-building secrets that have long eluded him—even though they were always in plain sight. As you follow the transformative journey of Robert and his business, you'll discover simple ways to cultivate relationships in the real world and online. Whether you're looking to move ahead in your career or grow a company, this book will

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galvanize you into action and provide a clear path to success. The new business parable from Patrick Galvin, 'The Connector's Way, ' builds on the relationship-building themes of classics such as 'The Go-Giver' by Bob Burg, 'The Greatest Salesman in the World' by Og Mandino, and 'How to Win Friends and Influence People' by Dale Carnegie.

Accelerate sales and improve customer experience Every day, most working professionals entrust their most important messages to a form of communication that doesn't build trust, provide differentiation, or communicate clearly enough. It's easy to point to the sheer volume of emails, text messages, voicemails, and even social messaging as the problem that reduces our reply rates and diminishes our effectiveness. But the faceless nature of that communication is also to blame. Rehumanize Your Business explains how to dramatically improve relationships and results with your customers, prospects, employees, and recruits by adding personal videos to emails, text messages, and social messages. It explains the what, why, and how behind this new movement toward simple, authentic videos—and when to replace some of your plain, typed-out communication with webcam and smartphone recordings.

- Restore face-to-face communication for clarity and connection
- Add a personal, human touch to your emails and other messages
- Meet people who've sent thousands of videos
- Learn to implement your own video habit in an easy, time-saving way
- Boost your replies, appointments, conversion, referrals, and results dramatically

If you're ready to influence, teach, sell, or serve in a more personal way, Rehumanize Your Business is your guide.

Mo Bunnell's comprehensive system will help you win more clients, build stronger relationships, and bring in more business. If you're good at doing something, and you need to connect with paying clients in order to keep doing it, this book is for you. There are more of us out there than you might think--from professionals like lawyers and consultants to big company account managers and freelancers of all stripes. And this book will teach you how to sell yourself without selling your soul. In The Snowball System, Mo Bunnell offers powerful and proven tools for business development. Whether you are gregarious or introverted, whether you are a part of a small startup or a massive multinational, Bunnell's science-based system is effective and efficient, and easily adapted into your day-to-day work. With The Snowball System, you will not only succeed at growing your business, you'll learn to enjoy doing the activities that drive that growth. You'll be happier, and so will your clients.

Take Command of Your Referrals Marketing strategist Steve Gordon dares you to re-evaluate your approach to attracting referrals and shows you a contrarian approach to referrals that will have you kicking yourself for not reading this book sooner. Gordon doesn't offer stale advice like "ask more often" or "improve customer service" or "use this script!" He gives you a paradigm shifting approach to getting loads more referrals, while spending less time, effort and energy. You'll finally see a path to attracting a predictable stream of referrals to your business...without ever "begging" for a referral again! Discover: The three ways to increase your referrability The trick to getting 5-10 referrals in your very next client meeting Why "asking more" rarely leads to more referrals The secret reason you're not getting more referrals Why chasing "referral partners" is a waste of time

The small business guru behind Duct Tape Marketing shares his most valuable lesson: how to get your customers to do your best marketing for you. The power of glitzy advertising and elaborate marketing campaigns is on the wane; word- of-mouth referrals are

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what drive business today. People trust the recommendation of a friend, family member, colleague, or even stranger with similar tastes over anything thrust at them by a faceless company. Most business owners believe that whether customers refer them is entirely out of their hands. But science shows that people can't help recommending products and services to their friends—it's an instinct wired deep in the brain. And smart businesses can tap into that hardwired desire. Marketing expert John Jantsch offers practical techniques for harnessing the power of referrals to ensure a steady flow of new customers. Keep those customers happy, and they will refer your business to even more customers. Some of Jantsch's strategies include: -Talk with your customers, not at them. Thanks to social networking sites, companies of any size have the opportunity to engage with their customers on their home turf as never before—but the key is listening. -The sales team is the most important part of your marketing team. Salespeople are the company's main link to customers, who are the main source of referrals. Getting them on board with your referral strategy is critical. -Educate your customers. Referrals are only helpful if they're given to the right people. Educate your customers about whom they should be talking to. The secret to generating referrals lies in understanding the "Customer Referral Cycle"—the way customers refer others to your company who, in turn, generate even more referrals. Businesses can ensure a healthy referral cycle by moving customers and prospects along the path of Know, Like, Trust, Try, Buy, Repeat, and Refer. If everyone in an organization keeps this sequence in mind, Jantsch argues, your business will generate referrals like a well-oiled machine. This practical, smart, and original guide is essential reading for any company looking to grow without a fat marketing budget. From nationally-lauded San Francisco chocolate maker, Dandelion Chocolate, comes the first ever complete guide to making chocolate from scratch. From the simplest techniques and technology—like hair dryers to rolling pins—to the science and mechanics of making chocolate from bean to bar, Making Chocolate holds everything the founders and makers behind San Francisco's beloved chocolate factory have learned since the day they first cracked open a cocoa bean. Best known for their single origin chocolate made with only two ingredients—cocoa beans and cane sugar—Dandelion Chocolate shares all their tips and tricks to working with cocoa beans from different regions around the world. There are kitchen hacks for making chocolate at home, a deep look into the nuts, bolts, and ethics of sourcing beans and building relationships with producers along the supply chain, and for ambitious makers, tips for scaling up. Complete with 30 recipes from the chocolate factory's much-loved pastry kitchen, Making Chocolate is a resource for hobbyists and more ambitious makers alike, as well as anyone looking for maybe the very best chocolate chip cookie recipe in the world.

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