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A Win Without Pitching Manifesto

And . . . Action! If a message feels important enough for video, it's likely because you want to move the audience to action—potential

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investors to take a stake in your company, current employees to embrace a new initiative, prospective employees to bring their talents to your organization.

Your video can help you inspire your tribe—the people you want to influence—to take action. But if you

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want them to do more than listen, your audience needs to feel an authentic connection with you. Veteran filmmaker Vern Oakley offers strategies that can help you relax and be their best, authentic self in front of the camera. The return on investment will be a

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stronger connection to those you want to reach; heightened respect, prestige, and interest in their organization; a stronger brand; and a longer-lasting legacy.

?Leadership in Focus is a comprehensive, entertaining guide for leaders who realize that it's not just what

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you say on camera
that's important—it's
how you say it.

Whether a CEO,
middle manager, or
budding entrepreneur
making YouTube
videos to influence
their tribe, this book
will help them rally
others around a
message.

Offers advice on real-

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world practices,
professional do's and
don'ts, and business
rules for those in the
graphic arts.

Have you ever felt
that it was impossible
to be a salesperson?
According to David
Anderson, America's
Millennial Business
Coach, everyone is a
salesperson, but most

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just don't know it!
Pitch Close Upsell
Repeat is designed to help even the most timid individual approach sales and business as a game to be played with passion, intensity and fun. Having spent a more than 2 decade career in entertainment and

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marketing, David's knowledge comes from both a practical and innovative standpoint. David has worked with businesses from all walks of life. As a salesperson and social media guru, David has generated millions of dollars in revenue for amazing brands

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ranging from
Nutrisystem to Les
Brown to iHeartMedia
and Radio One. It's
those successes that
inspired him to create
http:

[//ibranduniversity.com](http://ibranduniversity.com)
to help entrepreneurs
grow and profit from
their businesses. If
you're willing to do
the work, David will

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bring you into his
thought processes and
numerous experiences
in business,
illustrating his 4 step
plan for success:
Pitch, Close, Upsell,
Repeat
Managerial styles are
influenced by habit,
familiarity, and
workplace culture. It's
no wonder that well-

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intentioned professionals doing their best to be good organizational leaders often repeat unhelpful supervisory practices experienced in their early careers, even if they disliked them at the time. In the DUH! Book of Management and Supervision, the author disagrees with

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many accepted leadership principles (unabashedly referring to them as myths) and makes new and different approaches easier to imagine. Her challenging and controversial concepts illustrated with poignant stories suggest common-sense and immediately

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applicable alternatives
more suitable in

today's workplace.

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

The Power of Hybrid
Professionals in a
Workforce of Experts
and Generalists

30 Days to Sell

Blisters, Calluses, and

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Clients: A Life in
Design

How Professional
Knowledge Firms Can
Differentiate Their
Way to Success

Mastering the
Complex Sale

Brand is a Four Letter
Word

**An updated
edition of the**

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**international
bestseller that
distills into a
single volume
the fifty best
decision-making
models. Every
day, we face the
same questions:
How do I make
the right
decision? How**

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**can I work more
efficiently? And,**

on a more

personal level,

what do I want?

This updated

edition of the

international

bestseller

distills into a

single volume

the fifty best

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**decision-making
models used in
MBA courses,
and elsewhere,
that will help
you tackle these
important
questions. In
minutes you can
become
conversant
with: The Long**

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**Tail • The
Maslow**

Pyramids •

SWOT Analysis •

The Rubber

Band Model •

The Prisoner's

Dilemma •

Cognitive

Dissonance •

The Eisenhower

Matrix • Conflict

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**Resolution •
Flow • The
Personal
Potential Trap •
and many more.
Stylish and
compact, this
little book is a
powerful asset.
Whether you
need to plan a
presentation,**

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**assess
someone's
business idea,
or get to know
yourself better,
this unique
guide—bursting
with useful
visual tools—will
help you
simplify any
problem and**

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**make the best
decision.**

Praise for

**Mastering the
Complex Sale**

"Jeff Thull's

**process plays a
key role in**

helping

companies and

their customers

cross the chasm

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**with disruptive
innovations and
succeed with
game-changing
initiatives."**

**—Geoffrey A.
Moore, author
of Crossing the
Chasm and
Dealing with
Darwin "This is
the first book**

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that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a

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**'selling
process'—it is a
survival
guide—a truly
outstanding
approach to
bringing all the
pieces of the
puzzle
together." —Ed
Daniels, EVP,
Shell Global**

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**Solutions
Downstream,
President,
CRI/Criterion,
Inc. "Mastering
the Complex
Sale brilliantly
sets up value
from the
customer's
perspective. A
must-read for**

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**all those who
are managing
multinational
business teams
in a complex
and highly
competitive
environment."**

**—Samik
Mukherjee, Vice
President,
Onshore**

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Business,
Technip

**"Customers
need to know
the value they
will receive and
how they will
receive it.**

**Thull's insights
into the
complex sale
and how to**

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**clarify and
quantify this
value are remar
kable—Masterin
g the Complex
Sale will be
required
reading for
years to come!"
—Lee Tschanz,
Vice President,
North American**

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**Sales, Rockwell
Automation "Jeff
Thull is winning
the war against
commoditization
. In his world,
value trumps
price and
commoditization
isn't a given, it's
a choice. This is
a proven**

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**alternative to
the price-driven
sale. We've
spoken to his
clients. This
stuff really
works, folks."
—Dave Stein,
CEO and
Founder, ES
Research Group,
Inc. "Our**

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**business
depends on
delivering
breakthrough
thinking to our
executive
clients. Jeff
Thull has
significantly
redefined sales
and marketing
strategies that**

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**clearly connect
to our global
audience. Read
it, act on it, and
take your
results to
exceptional
levels." —Sven
Kroneberg,
President,
Seminarium
Internacional**

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"Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is

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**the essential
read for any
organization
looking to
transform their
business for
long-term, value-
driven growth."**

—Jon T.

**Lindekugel,
President, 3M
Health**

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Information
Manifesto

Systems, Inc.

"Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive

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**marketplace.
It's no longer
about selling;
it's about
guiding quality
decisions and
creating
collaborative
value. This is
one of those
rare books that
will make a**

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difference."

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—Carol Pudnos,

Executive

director,

Healthcare

Industry, Dow

Corning

Corporation

The Win Without

Pitching

ManifestoThe

Win Without

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**Pitching
Manifesto**

**Burn
Your**

Portfolio
**Pearson
in Education**

**Everything you
need to know to
look after**

**yourself to bring
about and**

**maintain perfect
health,**

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prosperity,

wealth,

happiness,

quality of life

and longevity. It

reveals that we

are, without

realising, not

doing enough or

the right things

to protect our

health and

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**prosperity
which is equally
extremely
damaging to
nature, wildlife,
oceans, sea-life,
fresh springs,
waterways and
air, and us. The
Book by Linde
utilises new and
ancient**

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**knowledge from
around the
world, over the
millennia
identifying what
changes we
need to make to
enhance every
aspect of our
lives with
simple solutions
for almost every**

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**situation. It is
your most
powerful
contribution to
protecting,
nurturing and
saving our
planet. In
summary, 'THE
BOOK' Consists
of Six Chapters
which**

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**incorporates a
summary within
each one:**

**Lifestyle; Food
& Nutrition;**

Medical Care;

Mind; Water;

and Now Live

**the final chapter
which you can**

cast your eye

over first as it is

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**a synopsis of
the complete
works. It is
highly
recommend to
read from cover
to cover but, it
is packed with
valuable
information to
just use as a
Reference**

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Manifesto

**Manual on a day
to day basis.**

**Teaches you
how to look
after your body
and mind to
ultimately
prevent illness,
but also to help
regain and
maintain perfect
health; Provides**

Page 45/253

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**countless
number of
practical,
realistic &
simple tips to
easily adopt
into your day to
day lifestyle
improving
quality of life,
saving time &
money and**

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**gaining
longevity; Fuses
together
specialised
areas in health
& mind, lifestyle
& environment
under one
cover; Identifies
our day to day
toxic exposures
that we are**

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**unaware of and
provides
successful
resolutions;
Gives you
complete
fundamental
knowledge and
awareness, to
use your
courage to take
responsibility**

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Manifesto

**for your life
enhancing your
health,
prosperity and
happiness;
Provides you
with ancient
knowledge and
practices to
new, from
science
including**

Page 49/253

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**quantum
physics, to
philosophy,
psychology, and
important detail
on nutrition,
exercise,
energies and
medicine; Is
very current,
answering all
the conflicting**

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**hype about
diets, the next
super food or
the bad effects
of conventional
drugs or sugar
that are in the
media weekly,
even daily; For
more
information
please visit ww**

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**w.thebookbook.
co.uk**

Zag

**The mechanics
of building
construction**

**A Field Guide
for the Modern
Motion Designer
The Decision
Book: Fifty
Models for**

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**Strategic
Thinking (Fully
Revised Edition)
The Brand Flip
Burn Your
Portfolio
Pitch Close
Upsell Repeat**

*The world's
economy has
been
transformed*

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*from a twentieth
h-century
materials-based
economy to the
Age of the
Knowledge-Based
Economy - and
the currency of
this realm is
ideas,
imagination,
creativity, and
knowledge.*

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*According The
World Bank, 80%
of the
developed
world's wealth
now resides in
human capital.
Perhaps
President
Ronald Reagan
said it best in
his address to
Moscow State*

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University on
Manifesto
May 31, 1988:

*"Like a
chrysalis,
we're emerging
from the
economy of the
Industrial
Revolution - an
economy
confined and
limited by the
Earth's*

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*physical
resources -
into, as one
economist
titled his
book, "the
economy in
mind," in which
there are no
bounds on human
imagination and
the freedom to
create is the*

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most precious
Manifesto
natural

resource."

Written by
Ronald Baker
and Ed Kless,
hosts of The
Soul of
Enterprise:
Business in the
Knowledge
Economy, the
popular radio

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*show on Voice
America's
Business
Channel, The
Soul of
Enterprise:
Dialogues on
Business in the
Knowledge
Economy sounds
the clarion
call that
organizations*

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*can no longer
ignore this
seismic shift
that has
occurred in the
economy since
1959. The Soul
of Enterprise
introduces the
three
components of
Intellectual
Capital - human*

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*capital, social
capital, and
structural
capital - and
how to leverage
them to create
wealth in
today's
economy, by
revealing: The
physical
fallacy - why
wealth no*

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longer consists

of tangible

things, but of

ideas,

imagination and

knowledge from

human minds The

best learning

tool ever

invented: After

Action Reviews

Why Frederick

Taylor and the

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**Scientific
Manifesto
Management**

*movement was a
fraud and the
wrong focus for
knowledge
workers The
fact that
effectiveness
always and
everywhere
trumps
efficiency The*

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Manifesto

First Law of Pricing: All value is subjective The Second Law of Pricing: All prices are contextual The Morality of Markets: Doing well and doing good Why your organization -

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*and you - need
to be driven by*

a higher

purpose than

profit The Soul

of Enterprise

will inspire

and challenge

readers to

unlock the

enormous

financial and

competitive

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*power hidden in
the*

intellectual

capital of

their

organizations

and knowledge

workers."

The Business

Skills Every

Creative Needs!

Remaining

relevant as a

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*creative
professional
takes more than
creativity--you
need to
understand the
language of
business. The
problem is that
design school
doesn't teach
the strategic
language that*

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is now

*essential to
getting your
job done.*

Creative

Strategy and

the Business of

Design fills

that void and

teaches left-

brain business

skills to right-

brain creative

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thinkers.

Manifesto

Inside, you'll

learn about the

business

objectives and

marketing

decisions that

drive your

creative work.

The curtain's

been pulled

away as

marketing-speak

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*and business
jargon are
translated into
tools to help
you: Understand
client requests
from a business
perspective
Build a
strategic
framework to
inspire visual
concepts*

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*Increase your
relevance in an
evolving
industry
Redesign your
portfolio to
showcase
strategic
thinking Win
new accounts
and grow
existing
relationships*

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*You already
have the
creativity; now
it's time to
gain the
business
insight. Once
you understand
what the people
across the
table are
thinking,
you'll be able*

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*to think how
they think to
do what we do.
In the battle
between mazes
and kids, who
will win? Your
child might, if
he/she has the
patience and
right strategy
to get out of
all these*

Download File
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Without Pitching
mazes.

Manifesto
*Answering mazes
is a fun
learning
experience that
will help
improve your
child's ability
to think of
strategies
quite fast.
Start your
child's*

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Manifesto

*training with
one book of
mazes at a
time.*

*Praise for
IMPLEMENTING
VALUE PRICING A
Radical
Business Model
for
Professional
Firms "Ron
Baker is the*

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*most prolific
and best writer
when it comes
to pricing
services. This
is a must-read
for executives
and partners in
small to large
firms. Ron
provides the
basics, the
advanced ideas,*

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*the workbooks,
the case studie
s—everything.*

*This is a must-
have and a
terrific book."*

*—Reed K. Holden
founder and*

CEO, Holden

Advisors,

Corp.,

Associate

Professor,

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Columbia
Manifesto

University www.holdenadvisors.com "We've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writer—he's a

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*mover and a
shaker on a
mission. This
is the End of
Time!*

Brilliant."

—Paul Dunn

Chairman, B1G1®

www.b1g1.com

*"Implementing
Value Pricing
is a powerful
blend of*

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*theory,
strategy, and
tactics. Ron
Baker's most
recent offering
is ambitious in
scope,
exploring
topics that
include
economic
theory,
customer*

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*orientation,
value
identification,
service
positioning,
and pricing
strategy. He
weaves all of
them together
seamlessly, and
includes
numerous
examples to*

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*illustrate his
primary points.
I have applied
the knowledge
I've gained
from his body
of work, and
the benefits to
me—and to my
customers—have
been immediate,
significant,
and ongoing."*

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—Brent Uren

*Principal,
Valuation &
Business*

*Modeling Ernst
& Young®*

*www.ey.com "Ron
Baker is a
revolutionary.*

*He is on a
radical crusade
to align the
interests of*

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service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes.

Implementing

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*Value Pricing
is a manifesto
that
establishes a
clear case for
the revolution.
It provides
detailed
guidance that
includes not
only strategies
and tactics,
but key*

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predictive

indicators for

success. It is

richly

illustrated by

the successes

of firms that

have embraced

value-based

pricing to make

their services

not only more

cost-effective

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for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert

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*G. Cross,
Chairman and
CEO, Revenue
Analytics, Inc.
Author, Revenue
Management:
Hard-Core
Tactics for
Market
Domination
How To Win Work
Three New
People*

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*Make the Most
of Your Daily
Interactions
and Stop
Missing Amazing
Opportunities
Proving the
Value of
Creative Ideas
With Science
A no-nonsense
PR toolkit for
small*

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businesses
Manifesto

*Waiting for
Your Cat to
Bark?*

Mazes for Kids

The
Revolutionary
Sales Approach
Scientifically
Proven to
Dramatically
Improve Your

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Sales and
Business
Manifesto

Success
Blending
cutting-edge
research in
social
psychology,
neuroscience,
and behavioral
economics, The
Science of

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Selling shows
Manifesto
you how to

align the way

you sell with

how our brains

naturally form

buying

decisions,

dramatically

increasing

your ability

to earn more

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sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects the

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dots between
science and
situations
salespeople
and business
leaders face
every day to
help you
consistently
succeed,
including
proven ways

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to: - Engage
buyers'
emotions to
increase their
receptiveness
to you and
your ideas -
Ask questions
that line up
with how the
brain
discloses

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information -
Manifesto

Lock in the
incremental
commitments
that lead to a
sale - Create
positive
influence and
reduce the
sway of
competitors -
Discover the

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underlying
causes of
objections and
neutralize
them - Guide
buyers through
the necessary
mental steps
to make
purchasing
decisions
Packed with

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advice and
Manifesto

anecdotes, The
Science of
Selling is an
essential
resource for
anyone looking
to succeed in
today's
cutthroat
selling
environment,

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advance their
business
goals, or
boost their
ability to
influence
others.

**Named one of
The 20 Most
Highly-Rated
Sales Books of
All Time by

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HubSpot
Manifesto

Best-selling
brand expert
Marty Neumeier
shows you how
to make the
leap from a
company-driven
past to the co
nsumer-driven
future. You'll
learn how to

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flip your
brand from
offering
products to
offering
meaning, from
value
protection to
value
creation, from
cost-based
pricing to

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relationship
pricing, from
market

segments to
brand tribes,
and from

customer
satisfaction
to customer
empowerment.

In the 13
years since

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Neumeier wrote
The Brand Gap,
the influence
of social
media has
proven his
core theory:
"A brand isn't
what you say
it is - it's
what they say
it is." People

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Manifesto

are no longer
consumers or
market
segments or
tiny blips in
big data. They
don't buy
brands. They
join brands.
They want a
vote in what
gets produced

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and how it
gets

delivered.

They're
willing to
roll up their
sleeves and
help out—not
only by
promoting the
brand to their
friends, but

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by
Manifesto

contributing
content,
volunteering
ideas, and
even selling
products or
services. At
the center of
the book is
the Brand
Commitment

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Matrix, a
simple tool
for organizing
the six
primary
components of
a brand. Your
brand
community is
your tribe.
How will you
lead it?

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Bigger Than
Manifesto

This is a quick read about the deceptively difficult task of turning your venture into an admired brand. Inspired by a new wave of

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commodity

Manifesto

brands that is
winning

hearts, using

the eight

traits and

their

commandments

in this book

will guide you

to your

specific path

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to turning
your venture
into a more
beloved brand.
Argues that to
achieve
success the
focus of
marketers
should be on
positioning
and that

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branding is a
Manifesto
product of

marketplace

response.

Price Creative

Work with

Confidence.

Win More Bids.

Make More

Money.

Hype Yourself

Kids Vs. Mazes

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Sorry Spock,
Manifesto
Emotions Drive

Business

Creative

Strategy and

the Business

of Design

Pocket Full of

Do

A Radical

Business Model

for

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Professional
Manifesto
Firms

***BUSINESS
BOOK AWARDS
2021
SHORTLISTED
TITLE*** Hype
Yourself is an
invaluable
toolkit for
getting you and
your business

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featured in the
media:

newspapers,
magazines,
radio and TV.

Crammed full of
insider advice,
from the
building blocks
of your PR
strategy to the
execution of
creative

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campaigns, it includes expert tips from journalists and industry specialists and is supported by a stack of online resources. Lucy Werner is founder of The Wern, a PR &

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branding
consultancy and
training hub
for startups,
entrepreneurs
and independent
brands. She is
also a writer,
speaker,
blogger,
teacher and
podcaster on
all things

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brand building
for small
businesses. For
more
information
follow
@wernchat or
visit

www.thewern.com

A collection of
swift and
actionable
thoughts on

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branding that
any
entrepreneur or
marketer can
use to craft
better brands.
From strategy
and naming
guidance to
directions on
how to gain
visual and
verbal brand

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clarity,
acclaimed brand
strategist
Fabian
Geyrhalter
invites readers
to pick up this
small book
that's big on
advice
regularly to
gain and hold
onto brand

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focus.

The real-world guide to selling your services and bringing in business How Clients Buy is the much-needed guide to selling your services. If you're one of

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the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your

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job—not sell
it. No matter
how great you
may be at your
actual role,
you likely feel
a bit lost,
hesitant, or
'behind' when
it comes to
courting
clients, an
unfamiliar

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territory where
you're never
quite sure of
the line
between under-
and over-
selling. This
book comes to
the rescue with
real, practical
advice for
selling what
you do. You'll

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have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn

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prospects into clients.

Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable

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guide gives you
a set of real-
world best
practices that
can help you
become the
rainmaker you
want to be. Get
the word out
and make
productive
connections
Drop the fear

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of self-
promotion and
advertise your
accomplishments
Earn potential
clients' trust
to build a
lasting
relationship
Scrap the sales
pitch in favor
of honesty,
positivity, and

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value Working
in the
consulting and
professional
services fields
comes with
difficulties
not encountered
by those who
sell tangible
products.
Services are
often under-

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valued, and
become among
the first
things to go
when budgets
get tight. It
is now harder
than ever to
sell
professional
services, so
your game must
be on-point if

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you hope to out-
compete the
field. How
Clients Buy
shows you how
to level up and
start winning
the client list
of your dreams.
"It's not the
best companies
that prevail in
the

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marketplace,
but rather the
best brands.

The goal of
business
strategy is not
just to be
better, but
different.

Learn how to
build a
differentiating
value

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proposition by
clearly and
carefully
defining your
brand
boundaries:
Calling,
Competencies,
Customers, and
Culture.

Positioning for
Professionals
shows how a

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well-defined
value
proposition can
help
professional
service firms
create their
own success
instead of
copying the
success of
others,
including such

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concepts as:
How and why
professional
service brands
become
homogenized.
Why standing
for everything
is the same as
standing for
nothing. Why
there's no such
thing as full

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service. Deep
and narrow as a
strategic
imperative. Why
it's better to
be a profit
leader than a
market leader.
Differentiation
and price
premiums. How
to map your
brand on the

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matrix of
relevance and d
ifferentiation.
How to define a
value
proposition
that will make
your firm
intensely
appealing to
the customers
who want you
for what you do

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best. Based on
the proven
premise that
the most
profitable
business
strategy is not
to aim at the
center of the
market, but
rather at the
edges,

Positioning for

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Professionals
is written for
leaders,
managers, and
other senior
executives of
service
companies in
with a
particular
emphasis on
professional
service

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firms." --

How to Compete
and Win When
the Stakes are
High!

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

The Positioning
Manual for

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Indie
Manifesto
Consultants

The Psychology
of Graphic
Design Pricing
More Than My
Title

Consulting
Success
Learn how to
price creative

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work with

Manifesto

confidence. Win more bids. Make more money.

When it comes to pricing their work, far too many freelance designers and agencies merely guess what to charge their

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clients. As a result, profitable projects have as much to do with luck as they do anything else. In *The Psychology of Graphic Design Pricing*, you'll learn how to take luck out of the equation

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by calculating the cost to produce your work, understanding its market value, and extracting your client's budget. These three variables are used in a pricing spectrum,

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empowering you
Manifesto

to price your

work with

confidence and

profitability in

every project

opportunity. This

book will teach

you how to

calculate your

production costs,

understand

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market value,
extract your
client's budget,
bid with the right
project price,
and increase
your
profitability.

In an age of me-
too products and
instant
communications,

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keeping up with
the competition
is not a winning
strategy. Today
you have to out-
position,
outmanoeuvre,
and out-design
the competition.
The new rule?
When everybody
zigs, zag. In the

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recent
bestseller, The
Brand Gap
(AIGA/New
Riders),
Neumeier
showed
companies how
to bridge the
distance between
business
strategy and

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design. In his latest book Zag, he illustrates the first big step in building a high-performance brand-radical differentiation.

The Levitan Pitch. Buy This Book. Win More Pitches. is the

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definitive how-to
guide for every
advertising,
design, digital
and PR agency
that wants to
increase its odds
of winning new
accounts. Based
on 30 years of
pitching for new
accounts, I know

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that there is no such thing as a standard marketing services pitch scenario. Every client category, assignment, timetable, budget, search consultant, procurement

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system, and
client personality
is unique.

However... While
there is no
standard pitch or
agency, I know
from experience
that there are
universal pitch
criteria that can
be identified and

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addressed
regardless of the
type or size of
client, specific
marketing
objectives, or
agency. To that
extent, The
Levitan Pitch is
designed to
deliver one
master benefit:

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You will win more new clients. In Chapter One of this book, I discuss the very high cost of failing to run well-crafted, efficient pitches. The costs of failure include

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poor agency
staff morale,
individual
employee
burnout, and the
financial cost to
an agency's
bottom-line that
comes from the
cost of
participating in
four-month

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agency searches
Manifesto

and funding an

agency's annual

business

development

plan. This

chapter tells the

story of Saatchi

& Saatchi

Advertising's

"The Worst

Advertising Pitch

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Ever." Chapter
Two offers an
escape hatch.
You should not
pitch every
account that
comes knocking.
I give you a
handy tool to
gauge both the
value of the
prospective

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client and your
Manifesto
agency's chances
of winning.

Chapter Three
begins to help
you position the
pitch for
success. We look
at the essential
facts of the pitch
and dig into
understanding

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the client's mindset by understanding the type of assignment, type of relationship they are looking for, and what type of agency will fulfill their needs. Chapter Four delivers the

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list of "The 12
Deadliest
Presentation
Mistakes." These
are identified
pitch killers that
come from my
personal
experience and
the experiences
of agency CEO's,
clients, and

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search
Manifesto

consultants. The accompanying cartoons wouldn't be as funny if these mistakes were not being made over and over, even by the most sophisticated agencies. In

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Chapter Five I

lay out thirty
short but very
sweet

suggestions for
how to build a
brilliant
presentation that
I know will
greatly increase
your odds of
winning. These

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ideas cover
three core
elements of a
successful pitch:
process
management,
content
development,
and how to
deliver a
standout
presentation.

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Each rule is supported by a tip or insight that offers a fast way to achieve your objectives.

Chapter Six is all about don't take my word for it.

This chapter brings in valuable learning

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via fourteen
interviews with a
range of
communications
industry experts.
It is informative
and often mind-
blowing to hear
the pitch related
experiences and
advice of agency
search

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consultants,
compensation
experts, an ex
P&G
procurement
executive, a
negotiation
trainer, the 4A's,
the Association
of National
Advertisers, a
silicon valley

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presentation
guru, a leading
agency
strategist, an ex-
Nike and W+K
executive on
building
chemistry, an IP
lawyer on who
actually owns
your pitch ideas,
the CEO of a

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London
advertising
agency, and the
CEO of an
independent
agency network
who has been on
both sides of the
table. Finally,
I've included
insights about all
too common

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agency pitch
mistakes from
16 of the world's
leading search
consultants. I
hope that you
will find the book
informative,
insightful,
occasionally
humorous, and
most

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importantly, a
good read that
ultimately
results in more
wins for your
company.

Designing
beautiful boards
and making
smooth
animation come
naturally to us

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Motion
Manifesto

Designers. It's what we're good at. However, designing the career we want, with the freedom, flexibility, and pay we crave, that's more difficult. All of

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the above is
within your
grasp if you're
willing to take
the plunge into
freelancing.
School of Motion
founder Joey
Korenman
worked in every
kind of Motion
Design role

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before
discovering that
freelancing
offered him not
only more
autonomy but
also higher pay,
less stress, and
more creativity.
Since then, he's
taught hundreds
of School of

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Manifesto

Motion students
his playbook for
becoming a six-
figure freelancer.
Now he shares
his experience
and advice on
breaking out of
the nine-to-five
mold in this
comprehensive
and tactical

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handbook. The
Freelance

Manifesto offers
a field guide for
Motion Design
professionals
looking to make
the leap to
freelance in two
clear and concise
parts. The first
examines the

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goals, benefits,
myths, and
realities of the
freelance
lifestyle, while
the second
provides future
freelancers with
a five-step guide
to launching and
maintaining a
solo business,

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including making contact, selling yourself, closing the deal, being indispensable, and becoming a lucrative enterprise. If you're feeling stifled by long hours, low-paying gigs, and

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an unfulfilling
career, make the
choice to
redesign
yourself as a
freelancer-and,
with the help of
this book and
some hard work,
reclaim your
time,
independence,

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and inspiration
for yourself.

Proven
Strategies to
Make Your Pitch,
Influence
Decisions, and
Close the Deal
The Soul of
Enterprise
Bringing Out
Your Best on

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Camera
Manifesto

Why customers
now run
companies and
how to profit
from it
Implementing
Value Pricing
How Clients Buy
The Freelance
Manifesto
Evolving from the

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premise that
customers have
always behaved
more like cats than
Pavlov's dogs,
Waiting for Your
Cat to Bark?
examines how
emerging media
have undermined
the effectiveness
of prevailing mass

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marketing models.

At the same time,
emerging media
have created an
unprecedented
opportunity for
businesses to
redefine how they
communicate with
customers by
leveraging the
power of

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increasingly
interconnected
media channels.
Bryan and Jeffrey
Eisenberg don't
simply explain this
shift in paradigm;
Waiting for Your
Cat to Bark?
introduces
Persuasion
Architecture™ as

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Manifesto

the synthetic
model that
provides business
with a proven
context for
rethinking
customers and
retooling
marketers in a
rewired market.

Readers will learn:

Why many

Page 183/253

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marketers are
unprepared for
today's
increasingly
fragmented, in-
control, always-on
audience that
makes pin-point
relevance
mandatory How
interactivity has
changed the

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nature of
marketing by
extending its reach
into the world of
sales, design,
merchandizing,
and customer
relations How
Persuasion
Architecture™
allows businesses
to create powerful,

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multi-channel
persuasive
systems that
anticipate
customer needs
How Persuasion
Architecture™
allows businesses
to measure and
optimize the return
on investment for
every discreet

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piece of that
persuasive system

"There's some big
thinking going on
here-thinking you
will need if you
want to take your
work to the next
level. 'Typical, not
average' is just
one of the ideas
inside that will

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change the way
you think about
marketing." ?Seth
Godin, Author, All
Marketers Are
Liars "Are your
clients coming to
you armed with
more product
information than
you or your sales
team know? You

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need to read
Waiting for Your
Cat to Bark? to
learn how people
are buying in the
post-Internet age
so you can learn
how to sell to
them." ?Tom
Hopkins, Master
Sales Trainer and
Author, How to

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Master the Art of
Selling "These
guys really 'get it.'
In a world of know-
it-all marketing
hypesters, these
guys realize that it
takes work to
persuade people
who aren't
listening. They've
connected a lot of

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the pieces that we all already know—plus a lot that we don't. It's a rare approach that recognizes that the customer is in charge and must be encouraged and engaged on his/her own terms, not the sellers.

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Waiting for Your
Cat to Bark? takes
apart the
persuasion
process, breaks
down the steps
and gives practical
ways to tailor your
approaches to
your varying real
customers in the
real world. This

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book is at a high level that marketers better hope their competitors will be too lazy to implement."

?George Silverman, Author, The Secrets of Word of Mouth Marketing: How to

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Trigger
Manifesto

Exponential Sales
Through Runaway
Word of Mouth
"We often hear
that the current
marketing model is
broken-meaning
the changes in
customers, media,
distribution, and
even the flatness

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of the world make
current practices
no longer relevant.
Yet few have
offered a solution.
This book
recognizes the
new reality in
which we operate
and provides a
path for moving
forward. The

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authors do an
outstanding job of
using metaphors
to help make
Persuasion
Architecture clear
and real-life
examples to make
it come alive.
Finally, someone
has offered
direction for how to

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market in this new
Manifesto

era where the

customer is in

control." ?David J.

Reibstein, William

Stewart Woodside

Professor,

Wharton Business

School of the

University of

Pennsylvania and

former Executive

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Director, Marketing
Science Institute

"If you want to
learn persistence,
get a cat. If you
want to learn
marketing, get this
book. It's purrfect."

?Jeffrey Gitomer,
Author, The Little
Red Book of
Selling

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"Practical,
powerful, and a
delight to read. A
book like Brian's
can change
everything for
someone who
cares."-Seth
Godin, Author,
This is
Marketing" As a
magician and

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entertainer, Brian shares his best tricks of the trade on how to connect. A fun, quick, and worthwhile read."

-Shama Hyder,
Founder & CEO of
Zen MediaWhat
will you do with
your three
opportunities

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today? Three
opportunities to
connect with
anyone you meet.
Three
opportunities to
change the path of
your life. Three
opportunities to
make a difference
to someone else.
Three New People

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is a manifesto on the beauty and power of human connection in a world where loneliness has reached epidemic levels. We're rushed, frazzled, distracted, and frankly, scared to talk to strangers.

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But what if it didn't
have to be that
way? What if we
could easily
connect with
anyone we meet -
on the airplane, at
the coffee shop,
waiting in line, in
the elevator - and
take the chance of
making a new

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connection: one that might last for seconds, or for a lifetime? As a child with social anxiety, Brian Miller used magic in order to make friends.

Now, as a globetrotting professional magician turned

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motivational speaker, he presents his secrets for connecting with the people you meet on a daily basis. Using engaging stories about a magician's life paired with easy-to-follow

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techniques for
breaking out of our
normal patterns,
this book shows us
how to get past
small talk, make
others feel
understood, use
active listening,
and learn
something new
about everyone we

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meet. Brian's life
changed because
a kind stranger
said, "I like your
hat." How will your
life change today?
(New 7x10 trim
size of paperback)

THE BRAND GAP
is the first book to
present a unified
theory of brand-

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building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a “charismatic

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brand ” —a brand that customers feel is essential to their lives. In an entertaining two-hour read you ’ ll learn:

- the new definition of brand
- the five essential disciplines of brand-building
- how branding is

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changing the
dynamics of
competition • the
three most
powerful questions
to ask about any
brand • why
collaboration is the
key to brand-
building • how
design determines
a customer ' s

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experience • how
to test brand
concepts quickly
and cheaply • the
importance of
managing brands
from the inside •
220-word brand
glossary From the
back cover: Not
since McLuhan ' s
THE MEDIUM IS

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THE MESSAGE

has a book

compressed so

many ideas into so

few pages. Using

the visual

language of the

boardroom,

Neumeier presents

the first unified

theory of

branding—a set of

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five disciplines to help companies bridge the gap between brand strategy and customer experience. Those with a grasp of branding will be inspired by the new perspectives they find here, and

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those who would
like to understand
it better will
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This deceptively
simple book offers
everyone in the
company access
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Therapy Book:

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Brands in Record

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Positioning for

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intended as a field
guide for first time
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to begin doing a
better job. The
author worked
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a successful
consultant? There
are proven time-
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the most successful
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teaches you what
they are. In this
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marketplace -
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and branding
materials that get
the attention of your
ideal clients -
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people do in a month - And much, much more
Sorry Spock,
Emotions Drive
Business presents scientific proof that creative advertising is better for the bottom line. Adam Morgan, a Senior Creative Director at Adobe, gives both

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creatives and marketers the ammo to prove the value of creativity to stakeholders. For decades, marketers have battled over the value of creative ideas. Some believe creativity adds more impact, others believe it ' s just window dressing.

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With data-driven marketing, the divide is only increasing. Today, more than ever, creative professionals need a concrete answer to the question, “Do creative ideas work better?” Fortunately, science has finally caught up. There is

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an answer that isn't based on subjective case studies. More than that, Adam shows how emotional ideas create experiences that are more effective and reveals why creativity is actually less risky for business. Sorry

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Spock, Emotions Drive Business shows readers how they can create the ideal experiences to improve their bottom line.

You are a great designer, but no-one knows. Now what? This indispensable book, written by one of the

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most influential marketers in architecture, will demystify Public Relations and marketing for all architects, whether in large practices or practicing as sole practitioners. It bridges the distance between architects and marketing by

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giving practical tips,
best practice and

anecdotes from an

author with 20

years' experience in

architecture

marketing. It

explains all aspects

of PR and Business

Development for

architects: for

example, how to

write a good press

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release; how to make a fee proposal; how to prepare for a pitch. It gives examples of how others do it well, and the pitfalls to avoid. In addition, it discusses more general aspects which are linked to PR and BD, such as being a good

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Supervision

Managing (right) for
the First Time

Scramble

A Field Guide for
Doing it Well

Positioning and the
Real Art of
Marketing

A Practical Guide to
Sales Domination

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Find the Strategic
Beachhead That
Will Amplify Your
Visibility,
Momentum, Impact,
and Profit
Brand by Hand
documents the
work, career,
and artistic
inspiration of
graphic

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designer
extraordinaire
Jon Contino.
Jon is a born-
and-bred New
Yorker. He
talks like
one, he acts
like one, and
most
importantly,
he designs

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like one. He is the founder and creative director of Jon Contino Studio, and over the past two decades, he has built a massive collection of award-winning

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graphic-design
work for high-
profile
clients such
as Nike, 20th
Century Fox,
and Sports
Illustrated.
Throughout all
of this, he
has gone to
design hell

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and back,
facing
obstacles like
fear, self-
doubt, and bad
luck. Brand by
Hand documents
the work and
career of Jon
Contino,
exploring his
lifelong

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devotion to
the guts and
grime of New
York and
cementing his
biggest
artistic
inspirations,
from hardcore
music to
America's
favorite

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pastime. A graphic-design retrospective showcasing his minimalist illustrations and unmistakable hand-lettering, Brand by Hand shares how Contino has

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taken a
passion for
pen and ink
and turned it
into an
expanding
empire of
clients,
merchandise,
and artwork.
If you do more
than one thing

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for work, then
you are more
than one
thing. If this
describes you,
then you may
be a hybrid
professional.
Until
recently,
hybrids have
been hidden in

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the workforce.
But today and
moving
forward, the
secret is out.
In today's
world,
professional
identity is no
longer just
about being an
expert or a

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generalist.
Now, workers
can be both.
These hybrid
professionals
have unique
talents that
defy
conventional
labels because
they work at
the

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intersections
of their
multiple
identities.

Discover how
hybrid
professionals
are revolution
izing the
workforce and
leading
exciting, one-

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of-a-kind
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work. If
you're a jack-
of-all-trades
or trying to
figure out
what
differentiates
you from
others, give
yourself
permission to

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become a
hybrid
professional
and be more
than your
title.

Nominated for
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award!. You
have 30 days

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to convert a
user to a
paying
customer
starting NOW.
The clock is
ticking. What
will you do?
Collecting and
analysing the
messaging and
strategies the

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leading e-commerce, software and service companies use as they convert trial users to customers in the most important 30 days after

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sign-up. Each
companies
strategy is
broken down
and presented
in an easy to
use and
understand
visual guide.
30 days to
sell is a must
buy if you are

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looking to
automate and
improve new
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conversion.
This book
covers:
Activation
campaigns from
the worlds
leading web
companies.

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message to
send and when.
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