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Creating Value For
**Good Profit
How
Creating
Value For
Others Built
One Of The
World S
Most**

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Successful
Creating Value For
Companies
Others Built One

NEW YORK
TIMES
BESTSELLER •

*Learn how to
apply the
principles of
Charles Koch's
revolutionary*

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*Market-Based
Management®
system to
generate good
profit in your
organization,
company, and life
“This book helps
show you the way
to good
profit—whether
you work for an*

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*international
supermarket
chain, a medium-
sized regional
business, or your
own start-
up.” —John
Mackey, co-
founder and co-
CEO, Whole
Foods Market The
technological*

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*innovations,
extreme politics,
civil unrest, cyber
attacks,
demographic
shifts, and global
pandemic that
have affected all
businesses since
this book was
published have
only confirmed*

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Charles Koch's belief that "the only reason a business should exist (and the only way it can legitimately survive long term) is to create value in a responsible way." Hence, the principles in Good

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Profit are more important today than ever before. What exactly does Koch Industries, Inc., do and why is it so remarkably profitable? Koch's name may not be on your home's plywood, vehicle's grille,

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*smartphone's
connectors, or
baby's ultra-
absorbent diapers
but it makes them
all. And Koch's
Market-Based
Management®
(MBM) system is
what drives these
innovations and
many more. The*

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*core objective of
MBM is to
generate good
profit. Good profit
results from
products and
services that
customers vote
for freely with
their dollars. It
results from a
bottom-up culture*

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*where employees
are empowered to
act
entrepreneurially
to discover
customers'
preferences and
the best ways to
improve their
lives. Drawing on
six decades of
interdisciplinary*

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studies,
Others Built One
experimental
Of The World \$
discovery, and
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practical
Companies
implementation
across Koch
businesses
worldwide,
Charles Koch
walks the reader
through the five
dimensions of

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*MBM to show
how to apply its
framework in any
business,
industry, or
organization of
any size. Readers
will learn how to:*

- Craft a vision
for how to thrive
in spite of
increasingly rapid*

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*disruption and
ever-changing
consumer values •
Select and retain
a workforce
possessing both
virtue and talent •
Create an
environment of
knowledge
sharing that
prizes respectful*

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*challenges from
everyone at every
level • Award
employees with
ownership and
decision rights
based on their
comparative
advantages and
proven
contributions, not
job title •*

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Motivate all employees to maximize their contributions by structuring incentives so compensation is limited only by the value they create A must-read for any leader,

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entrepreneur, or
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student, as well as
Of The World S
anyone who wants
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a more civil, fair,
Companies
and prosperous
society, Good
Profit is one of the
greatest
management
books of all time.
This book is
meant to be read

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*as a handbook or
manual to assist
engineers in
creating
innovative, cost
effective, high
quality products.
The author and
editors of the
book have
developed these
methods at Munro*

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& Associates, Inc.
Others Built One
over the past 26
Of The World's
years, based on
Most Successful
successful
Companies
products in all

industries.

Millions of women
are launching
online businesses.

Power Up for
Profits is the first
book written

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*exclusively for
women who want
to leverage the
power of the
Internet to reach
a global audience
and build a
successful
business with
integrity, heart,
and massive
success. Kathleen*

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Gage has been actively marketing on the Internet since 1994, building a multiple six figure business and a stellar reputation for honesty, outstanding content, and success. She's

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*taught thousands
her internet
marketing
methods in
seminars and
trainings. For the
first time, Gage's
signature tips and
techniques are
organized into
one easy to read
book. Filled with*

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step-by-step
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instructions,
Of The World S
entertaining
Most Successful
stories, and the
Companies
heart centered
business acumen
women crave,
Power Up for
Profits includes
state of the art
information on
blogging and

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social media
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website creation
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and traffic
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generation joint
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ventures and
affiliate
partnerships
packaging
information in
products and
services
marketing

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*strategy
specifically for
women
entrepreneurs If
you relish the
thought of how
the Internet can
help you share
your message
with the world,
create a profitable
business, and*

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*enjoy the freedom
of
entrepreneurship,
Power Up for
Profits is the book
for you. "Kathleen
Gage clearly
understands two
things: Power and
Profit. While this
book allows you to
use your passions*

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*and creativity to
find a wealthy
path in business it
doesn't allow you
to get bogged
down in the BS of
"how." It's clear.
It's step by step.
AND it's funny
and
compassionate.
This is a must*

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*read for any
woman ready to
build a business
(with lots of
profits).*" Suzanne

Evans - Suzanne
Evans Coaching
*"Follow these
simple steps and
become the
successful,
prosperous, and*

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*happy business
owner you are
meant to be!"*
Janet Bray

*Attwood - New
York Times*

*Bestselling Author
- The Passion Test*

*"Simply enlighteni
ng...gives you a
step-by-step
process to create*

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*a great big
beautiful impact
for your clients...
and in your bank
account, too.*

*Read it!" Dr. Joe
Vitale -*

*Bestselling author
- Hypnotic Writing
"Power Up for
Profits! is the
perfect blend*

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*needed to create
a successful
online business.
Follow Kathleen's
advice and watch
your profits soar."*

*Peggy McColl -
New York Times
Bestselling Author
- Dynamic
Destinies Inc.*

"For the first

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*time, a book
outlines in simple,
easy-to-
understand, and
usable terms, the
most powerful yet
overlooked
combination of
true spiritual
principles and
sound marketing
strategies."* Eva

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*Gregory - Leading
Edge Coaching &
Training "Looking
for no-fluff
marketing
training? You
found it in this
gem of a book!
Kathleen's
practical steps
make it simple to
market and grow*

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*a business that is
a perfect - and
profitable -
expression of
YOU!" Kendall*

*SummerHawk -
International
Association of
Women in
Coaching
James Heskett,
Earl Sasser, and*

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*Leonard
Schlesinger reveal
powerful new
evidence that
paying close
attention to the e
mployee-customer
relationship will
enable any
organization to be
a low-cost
provider and*

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*achieve superior
results -- proving
that you can have
it all, a goal
thought*

*inadvisable just a
few short years
ago. At the heart
of this bold
assertion is the
authors'
indisputable*

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*conclusion
supported by
thirty-one years of
groundbreaking
research: today's
employee
satisfaction,
loyalty, and
commitment
strongly
influences
tomorrow's*

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*customer
satisfaction,
loyalty, and
commitment and
ultimately the
organization's
profit and growth
-- a quantifiable
set of associations
the authors call
the value profit
chain. In what*

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*may be the most
far-reaching study
ever undertaken
of the strategic
importance of the
employee-
customer
relationship,
Heskett, Sasser,
and Schlesinger
offer profound
new insights into*

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*the life-long value
of both employees
and customers
and the
increasingly
important concept
of employee-
relationship
management.
Readers will
discover how
organizations as*

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diverse as
aluminum maker
Alcoa, travel
agency
Rosenbluth

International, and
the Willow Creek
Community
Church treat
employees like
customers (in the
case of Willow

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*Creek, volunteers
as well).*

*Conversely, the
authors show how
advertising*

agency Merkle

Newman Harty

and financial

services provider

ING Direct treat

customers like

employees,

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*pursuing the ones
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Most Successful
Companies*
*Group, Cisco
Systems, and
Southwest
Airlines, both
practices are
common. The
authors explain
how these
organizations and*

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many others --
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*whether large or
small, public or
private, or not-for-
profit -- achieve
profitability and
growth or the
equivalent by
leveraging results
and process
quality to deliver
differentiated*

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*products and
services at the
lowest cost.*

*Timely, essential,
and important
reading, The
Value Profit Chain
should be readily
accessible on the
desk of every
forward-thinking
manager.*

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*The Science of
Success
Profit First
Profit from the
Source*

*30 Ways to
Anticipate and
Profit from
Strategic Changes
Reshaping Your
Business
Creating Value by*

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Workforce
Of The World's
How Market-
Most Successful
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Companies
Management Built
the World's
Largest Private
Company
Value Creation
Seven Strategies
for Delivering
Value With Values*

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coach, Slywotzky
uses ingenious
diagrams and
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**explanations to
show readers how
to make sense of
profit patterns
that are
changing the way
companies do
business and**

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illustrations.
Procurement can
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be your
Most Successful
company's secret
Companies
weapon for
winning in
turbulent times.
In most
companies,
procurement is
an unglamorous,
unloved part of
the business. A

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job in the
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procurement
office? A fast
track to
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nowhere.

Sourcing and
supplier
management is
strictly about
costs, the
thinking goes,
and all that
matters is
playing hardball

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to get these as
low as possible.

No connection to

innovation or

strategy or

creating

positive value.

Not so fast. As

Boston

Consulting Group

thought leaders

Christian Schuh,

Wolfgang

Schnellbacher,

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Companies
Alenka Triplat,
and Daniel Weise
explain in
Profit from the
Source,
procurement
should be
regarded in a
new light,
because it has
the potential to
be a CEO's
secret weapon in
these fast-

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moving,
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disruptive
times. The World S
authors offer a
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wake-up call and
Companies
a new strategic
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leaders
everywhere. With
vivid stories
and in-depth
case studies,
they illustrate
that no other

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business
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**function offers
the same
holistic view of
a company—from
suppliers who
provide the
organization
with raw
materials and
components to
consumers who
buy the finished
product. While**

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**it's true that a
core task of any
procurement
function is to
keep costs from
spiraling out of
control, the
authors show how
procurement can
help businesses
generate
phenomenal value
from five other
sources of**

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**competitive
advantage
critical to succ
ess—innovation,
quality,
sustainability,
speed, and risk
reduction.**

**Drawing on BCG
research and the
authors'
firsthand
experience
working with**

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some of the
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automotive,
consumer goods,
and many other i
ndustries—Profit
from the Source
provides proven
strategies to
drive new bottom-
line, as well as
top-line, growth

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Others Built One
for your
company.

Increasing
disruption,
diminishing
returns, and
demanding
Customers
require business
leaders to
create more
Value, remain
relevant, and
stay ahead of

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competition.
CEOs have to
evolve a “Value
Creation”
culture for the
company so as to
properly balance
the interests of
Customers,
Employees,
Investors, and
the Marketplace.
This
pathbreaking

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**book shifts the
focus to
Creating Value
for the entire
business
ecosystem and
not just for the
shareholders. It
will launch
organizations
into the world
of Value
Creation and
will convert**

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good CEOs and
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companies to
great ones with
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longevity and
Companies
higher
profitability.

Most managers
assume that
surviving,
especially in
recessions,
requires
slashing wages,
benefits, and

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other workforce
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expenses. And
Of The World's
lowest-skilled
Most Successful
workers are
Companies
often viewed as
the most
expendable. In
Profit at the
Bottom of the
Ladder, Jody
Heymann
overturns these
assumptions.
Drawing from

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thousands of
Others Built On
interviews with
Of The World's
employees from
Most Successful
front line to C-
suite at
Companies
companies around
the world,
Heymann shows
how enterprises
have profited
more by
improving
working
conditions. She

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Creating Value For
also
Others Built One
demonstrates
that lower-
skilled
employees - in
call centers,
repair services,
product assembly
- aren't
expendable. They
can determine 90
percent of
companies'
profitability.

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High performers
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customers' World S
perceptions of
Most Successful
businesses,
Companies
driving
satisfaction and
loyalty. To
attract, train,
and retain top-
caliber people
in these roles,
you must enhance
working

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**conditions,
creating a
system in which
your company and
its employees
profit together.
Profit at the
Bottom of the
Ladder shows
what works -
from stock
options for
bakers to
flexibility for**

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factory workers
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to career tracks
in call centers.
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from companies
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- including a
leading concrete
manufacturer in
India, a top
European
pharmaceutical
firm operating
in China, and

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**successful U.S.
manufacturers -
this book shows
how real
organizations
are excelling
financially by
strengthening
frontline
employees '
working
conditions.
Bottom-Up
Solutions for a**

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People World S
Activate the 10
Keys Successful
Entrepreneurs
Use to Earn
Higher Revenues,
Create Greater
Profits and
Achieve Faster
Business Growth!
Value Quality
Profit**

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Finance Partner
Profits With S
Principles
How Great
Companies
Deliver Both
Purpose and
Profit – Updated
and Revised
Net Positive**
*The coffeehouse
has become the*

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Your Coffee
Most Successful
Strategy?" walks
Companies
the reader

through
understanding
and benefiting
from this new
cultural
phenomenon
introducing

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*powerful concepts
such as... - How to
Immediately
Connect with
ANYONE. - Master
The Art of the
Coffee
Conversation. -
Win Clients - The
Blueprint for Killer
Business
Conversations -*

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*Never Be Nervous
- Conversational
Confidence &
Personal
Presence. - How to
Attract People &
Be Unbelievable
Personable - Using
Coffeehouse as a
Personal
Headquarters -
The Secrets to*

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*Building an
Unstoppable
Personal Brand -
How to Win with
The Coffee
Strategy. - ...
"What's Your
Coffee Strategy?"
has been called
the "How to Win
Friends &
Influence People"*

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*of the modern era.
A must read.
This book provides
a practical
roadmap for
connecting profit
with purpose to
help executives
and leaders
(re)build trust and
create high-
performing,*

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*sustainable
businesses.*

*A Financial Times
Book of the Year
2020! Should
companies be run
for profit or
purpose? In this
ground-breaking
book, acclaimed
finance professor
and TED speaker*

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*Alex Edmans
shows it's not an
either-or choice.
Drawing from real-
life examples
spanning
industries and
countries, Edmans
demonstrates that
purpose-driven
businesses are
consistently more*

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successful in the
Others Built One
long-term. But a
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purposeful
Most Successful
company must
Companies
navigate difficult
trade-offs and
take tough
decisions. Edmans
provides a
roadmap for
company leaders
to put purpose

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into practice, and overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how to engage with them to unleash value

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*for both
shareholders and
society. And he
highlights the role
that citizens can
play in reshaping
business to
improve our
world. This edition
has been
thoroughly
updated to include*

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*the pandemic, the
latest research,
and new insights
on how to make
purpose a reality.*

*How companies
turn value-added
into real profits
The Dollarization
Discipline shows
organizations and
marketers howto*

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effectively
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communicate the
Of The World's
economic value
Most Successful
created by
Companies
their products and
services. Too
often, when
companies
compete
using conventional
sales and
marketing

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approaches, they force customers to make financial decisions (how much to spend), based on non-financial arguments (product features and benefits). On this playing field, the company that

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*can show true
financial
advantage in real
dollars and cents
wins every time.*

*This book offers
a step-by-step
strategy for doing
just that. Every
day, good
companies suffer
because they*

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*create value
for customers but
aren't able to
keep their fair
share. This is
because most
marketers can't
fully explain the
value customers
get from their
products, and the
argument falls to*

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the lowest common denominator-price. The solution is an approach to sales

and marketing that goes beyond articulating features and benefits, but calculates the monetary value a

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*customer receives
from a product
orservice. This
enables the seller
to price the
product as a
true reflection of
its value-and also
let's the seller
prove it to
thecustomer! With
real case studies*

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Companies

*and detailed, step-
by-step guidance
on effective
dollarization, The
Dollarization*

*Discipline
finally offers a
practical,
straightforward
way for marketers
and
business leaders to*

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*prove the value of
their "value-
added." Jeffrey J.
Fox (Gilford, New
Hampshire) is the
founder
and President of
Fox & Company,
Inc., a marketing
consulting
firm. Fox is also
the author of the*

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*Richard C. Gregory
(Farmington,
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Senior Consultant
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*Connecting Profit
with Purpose
Sons of Wichita
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How Founders and
Their Successors
Can Avoid the
Clichés That
Inhibit Growth
The Secret History
of Koch Industries
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Business by
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Transforming Koch
Industries Through
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Good Profit by
Charles G. Koch
| Key

Takeaways,
Analysis &
Review Preview:

Good Profit:
How Creating
Value for
Others Built
One of the
World's Most
Successful

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Companies is a
nonfiction book
that outlines
the management
strategy of
Charles G.
Koch, the chief
executive
officer (CEO)
of Koch
Industries,
Inc. It builds
on his 2007

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including
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success and
failures...

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This is key
takeaways and
analysis of the
book and NOT
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offers a
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simple, counter
intuitive cash
management
solution that
will help small
businesses
break out of
the doom spiral
and achieve

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instant
profitability.
Conventional
accounting uses
the logical
(albeit,
flawed)
formula: Sales
- Expenses =
Profit. The
problem is,
businesses are
run by humans,

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and humans
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aren't always
Of The World's
logical. Serial
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entrepreneur
Companies
Mike

Michalowicz has
developed a
behavioral
approach to
accounting to
flip the
formula: Sales
- Profit =

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Expenses. Just
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as the most
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effective
Most Successful
weight loss
Companies
strategy is to
limit portions
by using
smaller plates,
Michalowicz
shows that by
taking profit
first and
apportioning

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only what
remains for
expenses,
entrepreneurs
will transform
their
businesses from
cash-eating
monsters to
profitable cash
cows. Using
Michalowicz's
Profit First

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system, readers
will learn
that:

Following 4
simple

principles can
simplify
accounting and
make it easier
to manage a
profitable
business by
looking at bank

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balances. . A
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small,
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profitable
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business can be
worth much more
than a large
business
surviving on
its top line. .
Businesses that
attain early
and sustained

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have a better
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spells out a
formula you can
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ways to make
money in
today's market,
but the one
strategy that
has truly
proven itself

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over the years
is value
investing. Now,
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Book of Value
Investing,
Christopher
Browne shows
you how to use
this wealth-
building
strategy to
successfully

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Profit By
Design
' ***Creating Value***

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their minds to
the challenges
of creating
value. It
extends and
updates the
reasons for the
choice of the
individual

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and extends the
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thinking.**

**Updates to all
the material
from the first
edition are**

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*included and
new examples
have been added
throughout.*

*With funding
for nonprofits
shrinking and
global markets
shaky, our
business and
social sectors
are both
confronting an*

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*increasingly
uncertain
future. Many
organizations
are searching
for innovative
strategies that
will counter
the mounting
pressures felt
by communities
and
corporations*

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*alike. Common
Interest,
Common Good
argues that
forward-looking
businesses and
social sector
organizations
(both nonprofit
and government)
can solve many
of their
problems by*

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*working
together-while
serving the
common good in
the process.*

*According to
Shirley Sagawa
and Eli Segal,
alliances
between for-
profit and the
not-for-profit
industries*

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**yield enormous
benefits for
both.**

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new markets,
increase**

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loyalty, and
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positive
reputation with
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upside is just
as powerful for
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because an
alliance with a**

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visibility
while helping
to attract new
volunteers and
donors. Common
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showcases many
such successful
partnerships,**

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*from corporate
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programs and
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also offer some
much-needed*

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sectors find
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ways of working
together,
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progressive new*

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*strategies that
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can contribute
Of The World's
to the purpose
Most Successful
of our
businesses and
the prosperity
of our
communities.*

Koch

Industries'
chairman and
CEO explains
how self-

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actualization
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**is the key to
fulfillment and
creating
benefit for
all. Included
are numerous
examples from
Koch's own
history as well
as quick and
easy reminders
of how to apply**

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written for
employees, its
applications
and insights
are universal.
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successful
business has**

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*been a struggle
for you then
this book is
the key to
unlocking
success
mysteries.*
*Sandra Baptist
covers the key
tenets of
Marketing,
Business,
Sales, Numbers*

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and Mindset and
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book is exactly
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to start taking
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to the next
level with
specific steps
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implement right
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away for
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generating more
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revenue,

creating more
profits and
growing your
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faster.

Kochland
Creating
Quality and

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**Creating Value
with CO-STAR**
*Even today with
quality improvement
the battle cry of
American industry,
the quality programs*

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*in most companies
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"conformance to
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standards,"
Companies*
*according to quality
expert Bradley Gale.
While some have
ventured a step
farther to measure
customer
satisfaction, few of
them, Gale
demonstrates, have*

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***attempted to track
market-perceived
"quality" -- how
buyers select
among competing
suppliers, why
orders are won or
lost, and which
competitors are
succeeding in which
market segments.
Using cases
including Milliken &
Company; AT&T,***

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*United Van Lines,
and Gillette, Gale
shows how leading-
edge companies
have gone beyond
the minimal
achievements of
conformance quality
and customer
satisfaction to focus
on the third, higher
stage, "market-
perceived quality
versus competitors"*

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*and aspire to an
emerging fourth
stage, "true
strategic
management."*

*Drawing on his
extensive research
at AT&T, Johnson &
Johnson, Parke-
Davis, and other
world-class
companies, Gale
provides new
metrics for market-*

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perceived quality
that are
straightforward and
easy to interpret. His
set of seven
integrative tools for
customer value
analysis makes up
the heart of the "war
room wall" to help
guide business-unit
teams in their effort
to outperform
competitors in

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satisfying
customers. The
great value of these
tools is that they are
derived from a
future-oriented
strategic navigation
system that tracks
competitive
information and
market-perceived
quality. Learning to
master this system
accelerates

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customer
satisfaction from a
slogan to a science
and leads ultimately
to true strategic
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fourth stage of Total
Quality
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measuring, and
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perceived quality
will create an
entirely new thrust
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***Winston...argues that
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recommended
reading by Fortune's
CEO Daily "...Polman
has been one of the
most significant
chief executives of
his era and that his***

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*approach to
business and its
role in society has
been both valuable
and path-breaking."*
— *Financial Times*

*The ex-Unilever CEO
who increased his
shareholders'
returns by 300%
while ensuring the
company ranked #1
in the world for
sustainability for*

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eleven years
running has, for the
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and most urgent challenges—climate change and inequality—and build a thriving business as a result. In this candid and straight-talking handbook, Polman and Winston reveal the secrets of Unilever's success and pull back the curtain on some of the world's most

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**Net Positive boldly
argues that the
companies of the
future will profit by
fixing the world's
problems, not
creating them.
Together the
authors explode our
most prevalent
corporate myths:
from the idea that
business' only**

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***function is to
maximise profits, to
the naïve hope that
Corporate Social
Responsibility will
save our species
from disaster. These
approaches, they
argue, are destined
for the graveyard.
Instead, they show
corporate leaders
how to make their
companies "Net***

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Positive"—thrive by giving back more to the world than they take. Net Positive companies unleash innovation, build trust, attract the best people, thrill customers, and secure lasting success, all by helping create stronger, more inclusive societies

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*and a healthier
planet. Heal the
world first, they
argue, and you'll
satisfy your
investors as a
result. With
ambitious vision
and compelling
stories, Net Positive
will teach you how
to find the inner
purpose and
courage you need to*

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***embrace the only
business model that
will matter in the
years ahead. You
will learn how to
lead others and
unlock your
company's soul,
while setting and
delivering big and
aggressive goals,
and taking
responsibility for all
of your company's***

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***impacts. You'll find
out the secrets to
partnering with
others, including
your competition
and critics, to drive
transformative
change from which
you will prosper.
You'll build a
company that
serves your people,
your customers,
your communities,***

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your
shareholders—and
your children and
grandchildren will
thank you for it. Is
this win-win for
business and
humanity too good
to be true? Don't
believe it. The
world's smartest
CEOs are already
taking their
companies on the

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***Net Positive journey
and benefitting as a
result. Will you be
left behind? Join the
movement at
netpositive.world
Praised as "fair-
minded and
inquisitive" by The
Washington Post,
and based on
hundreds of
interviews, the
major biography***

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***about the wealthy
and powerful Koch
family -- one of the
most influential
dynasties of the
modern age. Not
long after the death
of his father,
Charles Koch, then
in his early 30s,
discovered a letter
the family patriarch
had written to his
sons. "You will***

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***receive what now
seems to be a large
sum of money,"
Fred Koch
cautioned. "It may
either be a blessing
or a curse." Fred's
legacy would
become a blessing
and a curse to his
four sons --
Frederick, Charles,
and fraternal twins
David and Bill -- who***

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*in the ensuing
decades fought
bitterly over their
birthright, the oil
and cattle-ranching
empire their father
left behind in 1967.
Against a backdrop
of scorched-earth
legal skirmishes,
Charles and David
built Koch
Industries into one
of the largest private*

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*corporations in the
world-bigger than
Boeing and Disney
-- and rose to
become two of the
wealthiest men on
the planet.*

*Influenced by the
sentiments of their
father, who was
present at the birth
of the John Birch
Society, Charles and
David spent*

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***decades trying to
remake the
American political
landscape and
mainline their
libertarian views
into the national
bloodstream. Before
the death of David in
August 2019, the
two brothers
together controlled
a machine that is a
center of gravity***

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*within the
Republican Party.*

*To their supporters,
they were liberating
America from the
scourge of Big
Government. To
their detractors,
they were political
"contract killers," as
David Axelrod,
President Barack
Obama's chief
strategist, put it*

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***during the 2012
campaign. Bill,
meanwhile, built a
multi-billion dollar
energy empire all
his own, and earned
notoriety as an
America's Cup-
winning yachtsman,
a flamboyant
playboy, and as a
litigious collector of
fine wine and
Western***

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memorabilia.

*Frederick lived an
intensely private life
as an arts patron,
refurbishing a series
of historic homes
and estates. Sons of
Wichita traces the
complicated lives
and legacies of
these four tycoons,
as well as their
business, social,
and political*

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ambitions. No
Others Built One
matter where you
Of The World S
fall on the
Most Successful
ideological
Companies
spectrum, the Kochs
are one of the most
influential dynasties
of our era, but so
little is publicly
known about this
family, their origins,
how they made their
money, and how
they lived their lives.

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***Based on hundreds
of interviews with
friends, relatives,
business
associates, and
many others, Sons
of Wichita is the first
major biography
about this wealthy
and powerful family
-- warts and all.***

***Do you feel the pull
to start your own
business? Tired of***

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*working for others
and dealing with
office politics, eager
for control and more
money, Ed “Skip”
McLaughlin
certainly felt it.
When he left his
high-level corporate
position to start not
one but two new
businesses, his
colleagues’ reaction
was disbelief:*

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People told me I was crazy. “You are going to fail!” One of his businesses did fail, but the other thrived. Ed bootstrapped it into an Inc. 500 company and later sold it to a Fortune 100 company. Now, you can learn from his experience—what to do and what not to

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*do—to create your
own successful
startup. The
Purpose Is Profit
eliminates the
mystery of
becoming an
entrepreneur. You
will learn— Why
distinctive
competence trumps
passion Where and
when to get funding
without losing*

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***control How to build
an entrepreneurial
brand that lasts Why
profit should be
factored into every
business decision
How ethical
behavior breeds
trust and unlocks
profit As a bonus,
The Purpose Is
Profit includes two
manuals: The
Startup Roadmap***

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*details the 21 steps
you should take to
build a profitable
business. The
Startup Funding
Guide delivers the
tools you need to
fund your business.
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rofit.com*
*How Smart
Companies Create
Customer
Value...and Profit*

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Companies Thrive
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Create Value As a
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Partner
Profit at the Bottom
of the Ladder***
There is a special
kind of magic when
it comes to

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**Innovators develop
breakthrough
solutions that deliver
hope for a better
future... While it
may appear that
innovation success is
simply based on
creative new ideas,
this how-to guide
shows there is an
underlying discipline**

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numerous books
focused on the topic
of corporate finance,
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help them make
important decisions
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finance without
getting bogged down
in numbers and is
intended to give
managers an
accessible guide to
both the foundations**

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Company, this
reliable resource
takes a much more
qualitative approach
to what the authors
consider a lost art.
Discusses the four
foundational

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**principles of
corporate finance
Effectively applies
the theory of value
creation to our
economy Examines
ways to maintain and
grow value through
mergers,
acquisitions, and
portfolio
management
Addresses how to**

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**ensure your
company has the
right governance,
performance
measurement, and
internal discussions
to encourage value-
creating decisions A
perfect companion to
the Fifth Edition of
Valuation, this book
will put the various
issues associated**

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**with corporate
finance in
perspective.**

**Draws on detailed
case studies from
more than fifty top
companies to
demonstrate how
engaging in ethical
practices can enable
businesses to gain a
competitive
advantage, improve a**

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**brand image, secure
consumer loyalty,
and foster greater
employee
satisfaction.**

**With the rise of the
Internet, many
pundits predicted
that middlemen
would disappear. But
that hasn't
happened. Far from
killing the**

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**middleman, the
Internet has
generated a thriving
new breed. In The
Middleman**

**Economy , Silicon
Valley-based
reporter Marina
Krakovsky**

**elucidates the six
essential roles that
middlemen play.**

Don't Mess It Up

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**Transforming the
Finance Function
Into a Profit Centre
How To Make
Money Using Google
Advertising
Creating
Shareholder Value
The Value Profit
Chain
Common Interest,
Common Good**

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Successful
Companies by

**Charles G. Koch |
Key Takeaways,
Analysis & Review**

Do you feel
overwhelmed by all
the stuff in your
home? Is your home

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office a messy file
drawer of papers?
Do you want to get
organized, but you
do not know where
to start? This book
will help you look at
your stuff differently
and put you on the
right track to get
organized and stay
organized, so you

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can better enjoy life.
We will consider the
real value of our
possessions. Is "real
value" a dollar

amount? Or the
usefulness of the
item? Or how it
makes you feel?

There are many
ways to consider an
item's value, none of

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them right or wrong.
Others Built One
Everything is
Of The World S
relative in terms of
Most Successful
what is really
Companies
important to you,

whether it be your
time, your space, or
your stuff.

In Don't Mess It
Up: How Founders
and Their Successors
Can Avoid the

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Companies

Clichés That Inhibit
Growth, author and
six-time second
CEO Les Trachtman
offers his expertise
on the most effective
ways to successfully
hand off your
company to a worthy
successor. He also
has advice for those
who are inheriting a

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business and want to take it to the next level, as well as for boards who are dealing with these leadership transitions. In his direct, no-nonsense approach, Les shows readers how seemingly harmless business clichés such

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as “get it right” and
“be careful” can
have a detrimental
effect on a
company’s future by
conveying that such
imperative
ingredients such as
risk and innovation
are things to now be
avoided. Readers
will learn how to: •

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Most Successful
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Understand the
metamorphosis
required to transition
from great founder
to great CEO •

Know when, and if,
it's time to replace
yourself • Pick the
right successor •

Prepare yourself and
your company for
the fragile transition

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- Create a successful CEO transition •
- Separate yourself from the company
- ?There is likely no one more experienced in founder transitions than Les Trachtman. He has been an innovative and respected successor

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at six different
companies; let his
hard-won advice
guide you through
your transition and
toward success.

A surprising take on
how you can help
tackle the really big
problems in
society—from one of
America's most

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successful

Others Built One
entrepreneurs.

Of The World's
Most Successful
Companies
People are looking
for a better way.

Towering barriers
are holding millions
of people back, and
the institutions that
should help
everyone rise are not
doing the job.

Crumbling

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communities. One-
Others Built One
size fits all
Of The World S
education.

Most Successful
Companies
Businesses that rig
the economy. Public
policy that stifles
opportunity and
emboldens the
extremes. As a
result, this country is
quickly heading
toward a two-tiered

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society. Today's challenges call for nothing short of a paradigm shift – away from a top-down approach that sees people as problems to be managed, toward bottom-up solutions that empower everyone to realize

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their potential and
foster a more
inclusive society.
Such a shift starts by
asking: What would
it mean to truly
believe in people?
Businessman and
philanthropist
Charles Koch has
devoted his life to
answering that

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question. Learn what he's discovered during his 60-year career to help you apply the principles of empowerment in your life, in your business, and in society. By learning from the social movements and applying the

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principles that have
enabled social
progress throughout
history, Koch has
achieved more than
he dreamed possible
– building one of the
world's most
successful
companies and
founding Stand
Together, one of

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America's most
innovative
philanthropic
communities. Stand
Together CEO Brian
Hooks and Koch
show how the only
way to solve the
really big problems
– from poverty and
addiction to harmful
business practices

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and destructive
Others Built One
public policy – is for
Of The World's
each and every one
Most Successful
of us to find and take
Companies
action in our unique
role as part of the
solution. Full of
compelling
examples of what
works – including
several first-person
accounts from

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Companies

individuals whose
lives have been
transformed – Koch
and Hooks’
refreshing approach
promotes partnership
instead of
partisanship and
speaks to people
from different
perspectives and all
walks of life. They

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show that no
injustice is too tough
to overcome if you
share a deep belief in
people, are willing to
unite with anyone to
do right, and work to
empower others
from the bottom up.

A NEW YORK
TIMES

BESTSELLER In

Page 200/261

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1961, Charles Koch
joined his father's
Wichita-based
company, then
valued at \$21

million. Six years
later, following his
father's death, he
was named chairman
of the board and
CEO of Koch
Industries, Inc.

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Companies.

Today, Koch Industries' estimated worth is \$100 billion - making it one of the largest private companies in the world. Koch exceeds the S&P 500's five-decade growth by 27-fold, and plans to double its value on average every six

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Companies

years. What exactly does this company do and why is it so remarkably profitable? While you won't find the Koch name on your stain-resistant carpet, stretch denim jeans, the connectors in your smartphone or your baby's ultra-

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Companies

absorbent diapers,
Charles Koch's
Market-Based
Management®
system, intended to
generate good profit,
drove these
innovations and
many more. Good
profit results from
products and
services that

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Creating Value For
customers vote for
Others Built One
freely with their
Of The World's
money; products that
Most Successful
help improve
Companies

people's lives. It
results from a
culture where
employees are
empowered to act
entrepreneurially to
discover customer
preferences and the

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Companies

best ways to satisfy them. Good profit is the earnings that follow when long-term value is created for everyone - customers, employees, shareholders and society. Readers will learn to:

- Craft a vision for how a

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Most Successful
Companies.

business can thrive
in spite of disruption
and ever-changing
consumer values ·

Find and retain a
workforce
possessing both
virtue and talent (the
first being the more
important) · Award
employees with
ownership and

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decision rights based
on their comparative
advantages and
proven
contributions, rather
than job title .

Motivate all
employees to
maximise their
contributions with
effectively
structured incentives

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so employees' compensation is limited only by the value they create - not budgets or company-wide policy A must-read for any leader, entrepreneur or student, as well as those who want a more civil, fair and

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prosperous society,
Others Built One
GOOD PROFIT is
Of The World S
Most Successful
Companies
destined to rank as
one of the greatest
management books

of all time.

A Business Tale

How to Build a

Customer Portfolio

Full of Profitable

Promoters

Managing Customer

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Treat Employees
Of The World's
Like Customers and
Most Successful
Customers Like
Companies
How to Create a
World-changing
Business
Profit Patterns
How Creating Value
for Others Built One
of the World's Most
Successful

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Of The World's

Most Successful
Google

Advertising? Do
You Want A
Simple Guide To
Get You Started
Immediately? If

so, this book
will show you
exactly how to
get started.

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Started With S
Google Successful
Advertising -
Companies
How To Use
Google Adsense,
Adwords, AND
Make Money! -
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Masters Use To
Improve Website
Visability - The
Words That You

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Things You Must
Avoid (Or You'll
Risk Getting
Kicked-Off
Google) - The
Best Way To Find
A Profitable
Niche For Making
Money! - And
Much, Much More!
Think Of How
Rewarding It

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YORK TIMES

NOTABLE BOOK OF
2019 * WINNER OF
THE J ANTHONY
LUKAS WORK-IN-
PROGRESS AWARD *
FINANCIAL TIMES'

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FINACIAL*

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“Superb...Among
the best books
ever written
about an
American
corporation.”

—Bryan Burrough,
The New York
Times Book
Review Just as
Steve Coll told
the story of
globalization
through

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*ExxonMobil and
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Companies*
*Sorkin told the
Street excess
through Too Big
to Fail,
Christopher
Leonard's
Kochland uses
the
extraordinary
account of how
one of the*

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Companies

*biggest private
companies in the
world grew to be
that big to tell
the story of
modern corporate
America. The
annual revenue
of Koch
Industries is
bigger than that
of Goldman
Sachs, Facebook,
and US Steel*

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Companies

*combined. Koch
is everywhere:
from the
fertilizers that
make our food to
the chemicals
that make our
pipes to the
synthetics that
make our carpets
and diapers to
the Wall Street
trading in all
these*

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*commodities. But
few people know
much about Koch
Industries and
that's because
the billionaire
Koch brothers
have wanted it
that way. For
five decades,
CEO Charles Koch
has kept Koch
Industries
quietly*

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Companies

*operating in
deepest secrecy,
with a view
toward very,
very long-term
profits. He's a
genius
businessman:
patient with
earnings, able
to learn from
his mistakes,
determined that
his employees*

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develop a
Others Built One
reverence for
Of The World S
free-market
ruthlessness,
Most Successful
and a master
Companies
disrupter. These
strategies made
him and his
brother David
together richer
than Bill Gates.
But there's
another side to
this story. If

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*you want to
understand how
we killed the
unions in this
country, how we
widened the
income divide,
stalled progress
on climate
change, and how
our corporations
bought the
influence
industry, all*

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Companies

*you have to do
is read this
book. Seven
years in the
making, Kochland
“is a dazzling
feat of
investigative
reporting and
epic narrative
writing, a tour
de force that
takes the reader
deep inside the*

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*rise of a vastly
powerful family
corporation that
has come to
influence
American
workers,
markets,
elections, and
the very ideas
debated in our
public square.
Leonard's work
is fair and*

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Companies

*meticulous, even
as it reveals
the Kochs as
industrial
Citizens Kane of
our time” (Steve
Coll, Pulitzer
Prize-winning
author of
Private Empire).*

*THE UNIQUE
MANAGEMENT
SYSTEM FROM A
LEGENDARY CEO In*

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1967, Charles
Koch took the
reins of his
father's company
and began the
process of
growing it from
a \$21 million
start-up into a
\$110 billion
global
corporation -
one of the
largest private

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Companies

*companies in the
world today,
with value
growth exceeding
that of the S&P
500 by 30-fold.
So how did this
MIT engineer
manage to
increase Koch
Industries'
value by 5,000
times over the
last five*

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Companies

*decades? Through
his unique five-
dimensional
management
process and
system called
Market-Based
Management.*

*Based on five
decades of cross-
disciplinary
studies,
experimental
discovery, and*

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practical
implementation
across Koch S
Most Successful
their 100,000
employees
worldwide, the
core objective
of Market-Based
Management's
framework is as
simple as it is
effective: to
generate good

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*profit. What is
good profit?*

*Good profit
results when a
company creates
value for*

*customers in a
way that helps
them improve
their lives.*

*Good profit is
the result of
innovations that
customers freely*

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Most Successful
Companies

*vote for with
their own
dollars; it's
the result of
business
decisions that
create long term
value for everyo
ne--customers,
employees,
shareholders,
and society.*

*While you won't
find the Koch*

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*Industries name
on your home's
stain-resistant
carpet, your
baby's more
comfortable but
absorbent
diapers your
stretch denim
jeans, or your
television with
a better clarity
screen, MBM™
drove these*

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Companies

*innovations and
many more. Here,
drawing on
revealing,
honest stories
from his five
decades in
business - the
company's many
successes as
well as its
stumbles - Koch
walks the reader
step-by-step*

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Most Successful
Companies
through the five
dimensions of
Market-Based
Management to
show
stockholders,
entrepreneurs,
leaders,
students -- and
innovators,
supervisors and
employees of all
kinds, in any
field --how to

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Organizations,
Companies, and
Lives.

For anyone in
the finance
profession who
feels they are
not developing
the critical
skills to

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influence others
Others Built One
and that their
efforts are not
Of The World's
getting
Most Successful
recognized, The
Companies
Audacious

Finance Partner
shows the
quickest way to
get tangible
results for you
and your
organizations.

Discover how to

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*get to the right
insights that
deliver the most
value; become a
trusted advisor
to the business
and apply
commercial
teaching
principles to
combine
influence with
impact. These
are areas not*

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traditionally
Others Built One
taught in
Of The World's
finance courses
Most Successful
or business
Companies
schools; even
though they are
the skills
employers and
the next
generation of
leaders are
calling out for.
This book
follows our main

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character who frustrated with his lack of success using traditional keep-ing-the-score approaches decides to push himself outside his comfort zone. He seeks out mentors who have found better and

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*faster ways to
develop the
critical skills
to influence and
impact their
organizations.*

*Typical coaching
and mentoring of
these skills is
time consuming
and expensive,
so the book's
chapters have
been organized*

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*as a dialogue
between mentor
and mentee. This
means you get
the accelerated
experience and
value from being
immersed in real-
to-life
conversations
that have been
concisely
distilled from
other successful*

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Organizations
covering most
major industries
across the
globe. The
Audacious
Finance Partner
is useful for
those who have
entered or work
in today's

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*Finance world,
from newly
qualified
accountants,
graduates, MBAs
to more seasoned
finance managers
and directors.
Groups on the
outside looking
in: consultants,
executives &
others in
leadership roles*

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Companies

*seeking to
better
understand
finance business
partnering can
also expect to
benefit. This
book provides a
solid platform
to add value and
translate valued
insights for
influence and
impact. There*

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Companies

*are also further
support*

materials and

reference guides

at the partner

website www.afps

uccess.com. No

longer feel

disillusioned

with the

traditional

keeping- the-

score approaches

to finance and

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accounting,
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Companies
difference,
enjoy

stimulating work
and a successful
career.

The Smart
Woman's Guide to
Online Marketing
The Middleman
Economy

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The Purpose Is
Profit
The Four
Cornerstones of
Corporate
Finance
The City of
Influence
Creating Value:

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Successful
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Strategies
Of The World S
Grow the Pie
Most Successful
Companies
In this substantially
revised and updated
edition of his 1986
business classic,
Creating
Shareholder Value,
Alfred Rappaport
provides managers
and investors with

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the practical tools
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Of The World's
superior returns.

Most Successful
Corporations
The ultimate test of
corporate strategy,
the only reliable
measure, is whether
it creates economic
value for
shareholders. After a
decade of
downsizings
frequently blamed

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on shareholder value
decision making, this
book presents a new
and indepth
assessment of the
rationale for
shareholder value.
Further, Rappaport
presents provocative
new insights on
shareholder value
applications to: (1)
business planning,

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(2) performance evaluation, (3) executive compensation, (4) mergers and acquisitions, (5) interpreting stock market signals, and (6) organizational implementation.

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Rappaport's answers
to three management
performance
evaluation questions:

- (1) What is the most appropriate measure of performance?
- (2) What is the most appropriate target level of performance?
- (3) How should rewards be linked to

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performance? The
recent acquisition of
Duracell
International by
Gillette is analyzed
in detail, enabling
the reader to
understand the
critical information
needed when
assessing the risks
and rewards of a
merger from both

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sides of the negotiating table. The shareholder value approach presented here has been widely embraced by publicly traded as well as privately held companies worldwide. Brilliant and incisive, this is the one book that

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Business is about
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Like many talented
business owners,
Jack Green thought
it was long hours, do-
it-yourself
dedication, and cut-
throat competition.
But he learns how
wrong he was when

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time begins running out for his struggling business. In the middle of a sleepless night, Jack is given a chance to change things when a mysterious visitor appears from the past, promising to deliver nine keys that will salvage Jack's future--the keys to

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the city of influence.
Jack then is thrust
into an adventure
with an

extraordinary group
of mentors who teach
him the secrets to
building strong
professional
relationships. The
City of Influence is a
humorous, insightful
parable that will

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leave you ready to
roll up your sleeves
and change the way
you build
relationships from
the inside out.