

Overpromise And Overdeliver Revised Edition How To Design And Deliver Extraordinary Customer Experiences

Counsels professionals on how to promote trustworthy relationships in a time of extreme distrust, sharing examples about individuals, teams, and organizations that have reaped the benefits of establishing trust in their business dealings. The Old Cliché In Business Is That Smart Companies Underpromise And Overdeliver. But In A Crowded Marketplace, Underpromising Is A One-Way Ticket To Oblivion. How Did Extraordinary Companies Like Tivo, Best Buy, The Container Store, American Girl, And Washington Mutual Come Out Of Nowhere To Virtually Take Over Their Respective Markets From Bigger And Wealthier Competitors? Not By Spending A Fortune On Marketing. All They Did Was Keep Their Promises. . . . And Not Just Any Promises, But Dangerously Ambitious Promises. These Companies Used A Radical New Formula: They Overpromised To Lure Customers In And Then Overdelivered To Keep Them. In Overpromise And Overdeliver, Marketing Guru Rick Barrera Uses Groundbreaking Research And Case Studies To Show How These Word-Of-Mouth-Driven Successes Have Mastered What He Calls Touchpoint Branding The Art Of Making Sure That Every Point Of Contact Between A Company And Its Customers Is Well Executed And Fulfills An Over-The-Top Brand Promise. Barrera Explains How Touchpoint Branding S Three Major Components Product Touchpoints, System Touchpoints, And Human Touchpoints Can Create Dramatic Market Differentiation. The Companies Featured In This Book Start With An Extraordinary Product (Like The Ipod), Supported By Smoothly Running Systems (Like The Sumerset Houseboats Web Site), And Add Satisfying Human Contact (Like The Luxury Service At A Ritz-Carlton Hotel). In A Crowded Business Environment Where Everyone Seems To Be Shouting The Same Message At Peak Volume, Overpromising And Overdelivering Is The Best Way To Stand Out. Barrera Offers Powerful And Easy-To-Apply Lessons Not Only For Senior Managers But Also For Individuals At Any Level For Anyone Who Wants To Create Unshakable Customer Loyalty. The Best Resource for Getting Your Fiction Published! The 2015 Novel & Short Story Writer's Market is the only resource you'll need to get your short stories, novellas, and novels published. As with past editions, Novel & Short Story Writer's Market offers hundreds of listings for book publishers, literary agents, fiction publications, contests, and more. Each listing includes contact information, submission guidelines, and other important tips. New to this year's edition: Gain access to the exclusive webinar "Blockbuster Fiction: Exploring Emotional High Points in Popular Films" from best-selling author Cheryl St. John. This 45-minute webinar explores the ten most popular films of 2013—including Frozen, The Hunger Games: Catching Fire, The Hobbit: The Desolation of Smaug, and more—to show you how to create intense, emotional, engrossing moments in your fiction. When you make your readers care about your characters and your story, you'll evoke excitement, indignation, fear, anxiety, tears, and laughter—and keep them hooked from start to finish. You'll also find articles and interviews on all aspects of the writing life, from in-depth lessons on craft and technique to helpful advice on getting published and marketing your work. The 2015 Novel & Short Story Writer's Market offers everything a fiction writer needs to achieve publishing success, including articles and essays like these: • J.T. Ellison, New York Times best-selling author, reveals how to capture à€" and keep à€" reader interest. • Ransom Riggs, mega-popular YA novelist, shares advice on writing out-of-the-ordinary fiction. • Chuck Wendig, hybrid author extraordinaire, talks about the pros and cons of traditional and self-publishing. You'll also receive: • A free digital download of Writer's Yearbook featuring the 100 Best Markets "If you're looking for the best resource for connecting with publishers who are hungry for your fiction, you've found it. Ten novels ago I got my start as an author using Writer's Market guides." --Steven James, writing instructor and best-selling author of The King and Story Trumps Structure "If you can't go to every literary cocktail party in New York, get this book. It's an instant network." --Elizabeth Sims, best-selling author of You've Got a Book in You 49 Marketing Secrets is a book that was conceived to fill the void on marketing books that is tailored to the small business owner. Many of the problems I have solved with my clients are marketing problems: they don't understand marketing, they don't know who to trust, they don't know what to do. The objective of the book is to provide an inexpensive and safe place for small business owners to turn to receive trusted advice from people who have been there. The book was written by marketing experts and business owner and it describes what they implemented to grow their business. We can all become great marketers. In this book you will discover: 9 Winning Marketing Strategy 8 Branding and Corporate Image Strategies 6 Media Strategies 3 Networking strategies 9 Technology-Based Marketing Strategies 6 Event Strategies 8 Sales Strategies.

The United States of Wal-Mart
Collaborative Selling
Editing for the Digital Age
How to Design and Deliver Extraordinary Customer Experiences
The Only Difference Between Success and Failure
Weekly Thoughts to Establish a Growth Mindset

Now includes subscription to GLA online (the agents section of writersmarket.com)! Now in its 20th year, Guide to Literary Agents is a writer's best resource for finding a literary agent who can represent their work to publishing houses, big and small. The days when a writer could deal directly with a large publisher are over. Literary agents represent writers and shepherd manuscripts to the right editor; and a good representative is the difference between a published book and a manuscript that never gets read. To help writers acquire an agent, GLA provides names and specialties for more than 750 individual agents around the United States and the world. GLA includes more than 90 pages of original articles on finding the best agent to represent your work and how to seal the deal. From identifying your genre to writing query letters to avoiding agent pet peeves, GLA will help writers deal with agents every step of the way. NOTE: Subscription to GLA online NOT included with e-book edition.

The Wall Street Journal and BusinessWeek bestseller-fully revised and updated The old cliché is that smart companies underpromise and overdeliver. But in today's crowded market, underpromising is a ticket to oblivion. Companies like American Girl, Best Buy, and Apple came out of nowhere to dominate their markets. How did they scoop their bigger and wealthier competition? It wasn't through a fat marketing budget. It was because they made, and kept, dangerously ambitious promises. In fact, they overpromised to lure customers in-and then overdelivered to keep them. Rick Barrera shows how to make sure that every point of contact between your company and its customers is well executed and fulfills an over-the-top brand promise, to drive word of mouth and rapid growth.

In a rapidly changing environment, the ability to move efficiently with speed not only determines survival but provides the opportunity to build massive success. Written by serial entrepreneur Judge Graham, who sold his last company for several hundred million dollars, Scale with Speed reveals the formula Judge used to build his businesses quickly from nothing to generating millions of dollars in revenue. It ' s a practical guide to achieving transformational growth by working faster, smarter, and more strategically. Speed is the new currency and without it, businesses die. With Scale with Speed, business owners, executives, and entrepreneurs alike achieve the financial freedom and the life they ' ve always dreamed of.

THE BEST RESOURCE FOR GETTING YOUR FICTION PUBLISHED Novel & Short Story Writer's Market 2016 is the only resource you need to get your short stories, novellas, and novels published. As with past editions, Novel & Short Story Writer's Market offers hundreds of listings for book publishers, literary agents, fiction publications, contests, and more. Each listing includes contact information, submission guidelines, and other essential tips. This edition includes articles and interviews on all aspects of the writing life: • Learn how to unlock character motivations to drive your story forward. • Imbue your fiction with a distinct, memorable voice. • Revise and polish your novels and short stories for successful submission. • Gain insight from best-selling authors Chris Bohjalian, John Sandford, Lisa Scottoline, and more. You'll also gain access to a one-year subscription to WritersMarket.com's searchable online database of fiction publishers," as well as a free digital download of Writer's Yearbook, featuring the 100 Best Markets: WritersDigest.com/WritersDigest-Yearbook-15. + Includes exclusive access to the webinar "The Three Missing Pieces of Stunning Story Structure" by writing instructor and best-selling author K.M. Weiland *Please note: The e-book version of this title does not include a one-year subscription to WritersMarket.com. "After you've written 50,000 words, there seem to be 50,000 different things you need to know to publish your novel. Novel and Short Story Writer's Market helps clarify options so you can find the best publishing home for your work." --Grant Faulkner, executive director of National Novel Writing Month "I've published more than 200 short stories, and Novel & Short Story Writer's Market has been an essential tool in my success. It's a literary bible for anyone seriously interested in marketing fiction." --Jacob M. Appel, winner of the Dundee International Book Award and the Hudson Prize

2015 Novel & Short Story Writer's Market
Mastering the Art and Discipline of Business Narrative
Dear Students...
Secrets of the Moneylab
Overpromise and Overdeliver (Revised Edition).
Scale With Speed

Achieve "Massive Action" results and accomplish your business dreams! While most people operate with only three degrees of action-no action, retreat, or normal action-if you're after big goals, you don't want to settle for the ordinary. To understand the coveted 4th degree of action. This 4th degree, also know as the 10 X Rule, is that level of action that guarantees companies and individuals realize their goals and dreams. The 10 X Rule unveils the principle of "Massive Action" business clichés and risk-aversion while taking concrete steps to reach your dreams. It also demonstrates why people get stuck in the first three actions and how to move into making the 10X Rule a discipline. Find out exactly where to start each action you take with more action to achieve Massive Action results. Learn the "Estimation of Effort" calculation to ensure you exceed your targets Make the Fourth Degree a way of life and defy mediocrity Discover the time management techniques that help you succeed Know the exact formula to solve problems Extreme success is by definition outside the realm of normal action. Instead of behaving like everybody else and settling for average results, take Massive Action with you. Take your business equation, and lock in massive success.

Taking the findings of behavioral economics from the cocktail party to the boardroom. Experimental economist Kay-Yut Chen leads an economics lab at Hewlett-Packard-the first of its kind at any company. His groundbreaking research into behavioral economics has produced tangible results for HP. He has saved the company millions of dollars, simply by explaining why people really do the things they do. MoneyLab offers practical lessons being put to use right now at HP and other leading companies. It explains how to design incentives to influence employees, suppliers, and buyers ? Determine whom to trust, and how much ? Reduce the negative effects of irrational behavior by noticing patterns that don't seem logical ? Take advantage of the human tendency to be predictably irrational, but with a more practical approach, Chen shows how to translate the findings of behavioral economics into concrete actions to achieve new levels of success.

Close deals with major corporations, organizations or individuals who can propel your business to the next level When you think about it, our entire lives revolve around selling. Whether we sell as part of our business, serve on a committee, or negotiate for a new job/car/house, we are pitching, hearing, and closing deals every day. Let's Close a Deal articulates the intuitive process that identifies how and why a deal will appeal, and then demonstrates in step-by-step detail how to close a deal.

The sales process is not about coercion; it's about compassion. The closing part of a negotiation should honor everyone involved instead of taking advantage of them. We make our decisions based on the manner in which information is presented. Let's Close a Deal explains how to present information so persuasively that it increases the likelihood of getting a yes. Demonstrates how finding the human perspective is key to closing any deal Articulates the sale from prospect to close Author Christine Clifford is a sought-after professional speaker and author of eight books including You, Inc. The Art of Selling Yourself, coauthored with Harry Beckwith. Author has direct experience closing major deals, having taken a \$1 million dollar per year loss to over \$54 million in sales and having signed the largest contract in the history of her industry with Procter & Gamble, doubling the size of her company overnight Increase your business's chance for success by improving your sales process. Let's Close a Deal shows you how.

The Best Resource Available for Getting Your Fiction Published For more than 30 years, Novel & Short Story Writer's Market has provided aspiring authors with the most complete and up-to-date information they need on publishing their work. Now, with more than 1,500 listings and more edited byial content than ever before—with interviews and articles from industry insiders on pertinent topics like the importance of developing your prose style, creating a voice and authentic dialog for self-publishing, and tips and tools to help you manage the time you spend on perfecting your craft. You also gain access to: • Thorough indexes that make choosing the best potential markets easier • A 1-year subscription to WritersMarket.com's searchable online database of fiction publishers (comes with print version only) • A free digital download of Writer's Yearbook featuring the 100 Best Markets Includes an exclusive 60-minute FREE WEBINAR with the staff of Writer's Digest Books that will teach you how to write a query letter that gets you a response. "I can't imagine a fiction writer of any stripe not having this in their library." —James Scott Bell, author of The Art of War for Writers and Write Great Fiction: Plot & Structure "This invaluable writer's resource is the foundation on which every successful writer should build." —River Jordan, author of The Miracle of Mercy Land

Overpromise and Overdeliver
The Generous Husband
Let's Close a Deal
2009 Writer's Market
2011 Guide To Literary Agents
2013 Guide to Literary Agents

“I can't think of a more qualified scholar to tackle the difficult subject of government entrepreneurship than Bob Hisrich. His vast experience in and knowledge of entrepreneurship has enabled a thorough application of entrepreneurial principles to government organizations. This book should be recommended reading for everyone in government at every level. We can only hope that a new era of government entrepreneurship is launched with this useful and practical guide.” — Thomas N. Duening, University of Colorado, *US Challenging the traditional view that entrepreneurship is exclusively a private-sector concern, Government entrepreneurship presents a compelling argument for increased focus on entrepreneurship in public sector organizations. The only book to date to focus specifically on government entrepreneurship, this innovative volume combines Robert D. Hisrich's vast theoretical knowledge with the practical experience of Amr Al-Dabbagh, who applied entrepreneurship in the Saudi public sector with excellent results. Featuring forewords by former US President Bill Clinton and former Malaysian Prime Minister Dr. Mahathir Mohamad, as well as four case studies that demonstrate the effectiveness of government entrepreneurship in action, this fascinating book breaks new ground in a rapidly growing field. In a time when government funds are being reduced and its services increasingly questioned, fostering an entrepreneurial spirit within the government becomes a vital concern. Although there is no ideal model for achieving government entrepreneurship, this volume outlines a number of innovative strategies designed to help public sector managers undertake their public mission while developing an entrepreneurial culture within their organization. The authors offer thorough and indispensable advice covering every aspect of government entrepreneurship, from framework to policy to funding and beyond. Finally, the book concludes with four case studies that explore successful government entrepreneurial undertakings in Ireland, Singapore, Saudi Arabia and Switzerland. Government officials and other leaders in the public sector will find this book an indispensable guide to establishing an entrepreneurial focus in their organizations. Professors and students working in entrepreneurship, public sector management, and other business-related fields will also have much to admire in this innovative addition to the literature.*

Would your marriage improve if you could give your wife what she most wants? Generosity can work wonders, but only if you give what is most wanted. This book, which will help you target your giving, contains over 400 tips designed to meet her needs in the areas of touch, romance, gifts, service, a shared walk, communication, prayer, affirmation, time, and sex. Includes special tips for holidays and parents. Additional sections: Massage – Sexual and Non-Sexual Cooking for the Citchen Clueless The Flood – AKA Menstruation Buying Lingerie – Without Dying of Embarrassment Paul H. Byerly began e-mailing generous tips in 2001. His daily Generous Husband messages are now received by over two thousand men around the world.

A concise yet comprehensive guidebook that addresses the practical aspects of investing in derivatives. Written for the professional market but accessible enough for individual investors, The Investor's Guidebook to Derivatives includes all the information needed to succeed in today's complex derivatives market, including: • What constitutes a "derivative instrument" • The difference between forward and forecast prices • Pricing and using forward contracts • Swaps: pricing and applications • Option vocabulary • Pricing options—a framework • Implementing directional and volatility strategies • Exotic options: pricing and applications • Options on natural occurrences: rain, snow, and wind The Investor's Guidebook series presents investment vehicles and strategies from both the issuers' and the investors' perspectives. Starting with basic concepts and then building to state-of-the-art pricing models, strategies, and tactics, these succinct handbooks will be useful for everyone from new hires through experienced professionals. Unlike most books, which are read once and sit on the shelf, professionals will refer to these books repeatedly throughout their careers.

THE BEST RESOURCE AVAILABLE FOR FINDING A LITERARY AGENT No matter what you're writing--fiction or nonfiction, books for adults or children--you need a literary agent to get the best book deal possible from a traditional publisher. *Guide to Literary Agents 2016 is your essential resource for finding that literary agent and getting your book bought by the country's top publishers. Along with listing information for more than 1,000 literary agents who represent writers and their books, this new, updated edition of GLA includes: • A one-year subscription to the literary agents content on WritersMarket.com. • Secrets to why agents stop reading your submission. Four literary agents review writers' unpublished first pages and give honest feedback. The agents examine 10 different first-page submissions and explain if and when they would stop reading. • "New Agent Spotlights"--profiles of literary reps actively building their client lists right now. • Success stories: 13 debut authors explain their paths to publication so you can learn from their success and see what they did right. • Answers to 19 frequently asked questions about query letters and submissions. • Informative how-to articles on synopsis writing, voice and craft, characters, platform and blogging, nonfiction book proposals, and more. + Includes exclusive access to the webinar "30 Tips for Getting an Agent" by Elizabeth Kracht of Kimberly Cameron & Associates *Please note: The e-book version of this title does not include a one-year subscription to WritersMarket.com. "The first book I ever bought when I began my publishing journey was the Guide to Literary Agents. And it's one of the first things I recommend to any aspiring writer." --Renee Ahdieh, author of The Wrath and the Dawn (2015), the first of a two-book deal from Penguin/Putnam "I found my literary agent in Guide to Literary Agents. The GLA was one of the best writing investments I ever made." --Jessica Lidh, author of debut novel The Number 7 (Merit Press)*

49 Marketing Secrets (That Work) to Grow Sales
The #1 Formula for Massive Success in Today's Marketplace
Guide to Literary Agents 2016
Novel & Short Story Writer's Market 2016
Smart Trust
The 10X Rule

How leaders can use the right story at the right time to inspire change and action This revised and updated edition of the best-selling book A Leader's Guide to Storytelling shows how storytelling is one of the most important and difficult challenges of leadership: sparking action, getting people to work together, and leading people into the future. Using myriad illustrative examples and filled with how-to techniques, this book clearly explains how you can learn to tell the right story at the right time. Stephen Denning has won awards from Financial Times, The Innovation Book Club, and 800-CEO-READ The book on leadership storytelling shows how successful leaders use stories to get their ideas across and spark enduring enthusiasm for change Stephen Denning offers a hands-on guide to unleash the power of the business narrative.

The Best Resource Available for Finding a Literary Agent! No matter what you're writing--fiction or nonfiction, books for kids or adults--you need a literary agent to secure a book deal. The 2013 Guide to Literary Agents is your essential resource for finding that literary agent--without fear of being scammed--and getting your book published. This new, updated edition of GLA includes: • Completely updated contact and submission information for more than 1,000 literary agents seeking new clients. • Craft and business advice from more than 35 literary agents--on topics such as query letters, children's books, synopses and proposals, memoir writing, first chapters, conferences, platform and more! • 12 "Breaking In" success stories from debut writers who explain how they got their books published. Includes "New Agent Spotlights"--profiles on literary reps actively building their client list right now. "The Guide to Literary Agents was an indispensable tool for me when I was querying agents. I highly recommend it for any aspiring author--in addition to a comprehensive listing of literary agents, it contains valuable information about the query and submission process." --Darren Gee, author of Friendship Bread: A Novel "I just signed with literary agent Chip MacGregor, and I came upon him through the Guide to Literary Agents. If not for GLA, I'd probably still be looking." --Les Edgerton, author of Hooked as well as several novels PLEASE NOTE: Free subscriptions are NOT included with the e-book edition of this title.

Citing a rise in grassroots activism sparked by the Obama administration, a guide for civic-minded citizens shares practical counsel on how to improve one's communities and the world using small-scale and local resources. From the millionaire entrepreneur and New York Times bestselling author of The 10X Rule comes a bold and contrarian wake-up call for anyone truly ready for success. One of the 7 best motivational books of 2016, according to Inc. Magazine. Before Grant Cardone built five successful companies (and counting), became a multimillionaire, and wrote bestselling books... he was broke, jobless, and drug-addicted. Grant had grown up with big dreams, but friends and family told him to be more reasonable and less demanding. If he played by the rules, they said, he could enjoy everyone else's version of middle class success. But when he tried it their way, he hit rock bottom. Then he tried the opposite approach. He said NO to the haters and naysayers and said YES to his burning, outrageous, animal obsession. He reclaimed his obsession with wanting to be a business rock star, a super salesman, a huge philanthropist. He wanted to live in a mansion and even own an airplane. Obsession made all of his wildest dreams come true. And it can help you achieve massive success too. As Grant says, we're in the middle of an epidemic of average. The conventional wisdom is to seek balance and take it easy. But that has really just given us an excuse to be unexceptional. If you want real success, you have to know how to harness your obsession to rocket to the top. This book will give you the inspiration and tools to break out of your cocoon of mediocrity and achieve your craziest dreams. Grant will teach you how to: • Set crazy goals—and reach them, every single day. • Feed the beast: when you value money and spend it on the right things, you get more of it. • Shut down the doubters—and use your haters as fuel. Whether you're a sales person, small business owner, or 9-to-5 working stiff, your path to happiness runs through your obsessions. It's a simple choice: be obsessed or be average.

Discover which is which and Turbo-charge Your Stock
The Investor's Guidebook to Derivatives
Chain Store Age
Non-Manipulative Selling
How Behavioral Economics Can Improve Your Business
2009 Guide To Literary Agents - Articles

Based on Alessandra's renowned video training program, this guidebook tells how to focus on helping, not winning; use relationship strategies to make the sale; eliminate tension in the sales process; and more. Charts and tables.

Now includes a subscription to NSSWM online (the fiction section of writersmarket.com). For 28 years, Novel & Short Story Writer's Market has been the only resource of its kind exclusively for fiction writers. Anyone who is writing novels and/or stories—whether romance or literary, horror or graphic novel—needs this resource to help them prepare their submissions and sell their work. You'll have access to listings for over 1,100 book publishers, magazines, literary agents, writing contests and conferences, each containing current contact information, editorial needs, schedules and guidelines that save writers time and take the guesswork out of the submission process. NSSWM includes more than 100 pages of listings for literary journals alone and another 100 pages of book publishers (easily four times as many markets for fiction writers as Writer's Market offers). It also features over a 100 pages of original content: interviews with working editors and writers, how-tos on the craft of fiction, and articles on the business of getting published.

In his best-selling book, Squirrel Inc., former World Bank executive and master storyteller Stephen Denning used a tale to show why storytelling is a critical skill for leaders. Now, in this hands-on guide, Denning explains how you can learn to tell the right story at the right time. Whoever you are in the organization CEO, middle management, or someone on the front lines you can lead by using stories to effect change. Filled with myriad examples, A Leader's Guide to Storytelling shows how storytelling is one of the few available ways to handle the principal and most difficult challenges of leadership: sparking action, getting people to work together, and leading people into the future. The right kind of story at the right time, can make an organization “stunningly vulnerable” to a new idea.

For 88 years, Writer's Market has given fiction and nonfiction writers the information they need to sell their work—from completely up-to-date listings to exclusive interviews with successful writers. The 2009 edition provides all this and more with over 3,500 listings for book publishers, magazines and literary agents, in addition to a completely updated freelance rate chart. In addition to the thousands of market listings, you'll find up-to-date information on becoming a successful freelancer covering everything from writing query letters to launching a freelance business, and more.

Over 100 Ways to Ink the Deal

Demystifying Derivatives and Their Applications

Angel Customers & Demon Customers

Be Obsessed or Be Average

Govpreneurship

The Closer's Survival Guide

Now, more than ever, in a market glutted with aspiring writers and a shrinking number of publishing houses, writers need someone familiar with the publishing scene to shepherd their manuscript to the right person. Completely updated annually, Guide to Literary Agents provides names and specialties for more than 800 individual agents around the United States and the world. The 2009 edition includes more than 85 pages of original articles on everything you need to know including how to submit to agents, how to avoid scams and what an agent can do for their clients.

An irreverent, hard-hitting examination of the world's largest-and most reviled-corporation, which reveals that while Wal-Mart's dominance may be providing consumers with cheap goods and plentiful jobs, it may also be breeding a culture of discontent. It employs one of every 115 American workers. If it were a nation-state, it would be one of the world's top twenty economies. With yearly sales of nearly \$260 billion and an average way of \$8 an hour, Wal-Mart represents an unprecedented-and perhaps unstoppable-force in capitalism. And there have been few corporations that have evoked the same levels of reverence and ire. The United States of Wal-Mart is a hard-hitting examination of how Sam Walton's empire has infiltrated not just the geography of America but also its consciousness. Peeling away layers of propaganda and politics, investigative journalist John Dicker reveals an American (and, increasingly, a global) story that has no clear-cut villains or heroes-one that could be the confused, complicated story of America itself. Pitched battles between economic progress and quality of life, between the preservation of regional identity and national homogeneity, and between low prices and the dignity of the American worker are beginning to coalesce into an all-out war to define our modern era. And, Dicker argues, Wal-Mart is winning. Revealing that the company's business practices have been shaping American culture, including the nation's social, political, and industrial policy, The United States of Wal-Mart provides fresh insight into a controversy that isn't going away.

POSITION YOUR PRACTICE TO SUCCEED To be the best law practice in the business, you have to make clients believe you re the most trusted problem solver, helper, and legal advisor in town. Longtime attorney Ken Hardison has built two successful firms and now he s sharing the shortcuts to build your own preeminent personal injury practice that clients will trust and your competition will envy. Under Promise and Over Deliver shows you the simple steps to: Change seven everyday attitudes to grow a more loyal client base Do what 90% of other lawyers aren t doing to get loyal customers Create the right infrastructure to quadruple your case size Hire the right staff and partners Execute successful marketing strategies before, during, and after representation Prioritize your finances to double your revenues in 24 months Take the simple steps to become the preeminent practice in your market and loyal customers will flock to you, bringing golden referrals with them. Ken Hardison shows his genius again with Under Promise, Over Deliver. His chapter on Tactics to Give an Unbelievable Client Experience is not to be missed. With his folksy, down-to-earth style, he off ers easily-readable, bulleted lists of tips. Many pages off er Preeminent Resources for marketing, management and technology. Keep this book handy, because you ll want to read it again and again. - Larry Bodine, Editor and Publisher”

Challenges the belief that all customers are valuable, inviting companies to manage themselves as a customer portfolio in order to get the most out of critical customer segment, and citing the examples of such companies as Best Buy and Fidelity Investments. 30,000 first printing.

Creating Prosperity, Energy, and Joy in a Low-Trust World

How to Build the Preeminent Law Firm in Your Market

Overpromise and Overdeliver (Revised Edition)

2012 Novel & Short Story Writer's Market

Establishing a Thriving Entrepreneurial Spirit in Government

Under Promise Over Deliver

The Closer's Survival Guide is perfect for sales people, negotiators, deal makers and mediators but also critically important for dreamers, investors, inventors, buyers, brokers, entrepreneurs, bankers, CEO's, politicians and anyone who wants to close others on the way they think and get what they want in life. Show me any highly successful person, and I will show you someone who has big dreams and who knows how to close! The end game is the close.

Dear Students...Weekly Thoughts to Establish a Growth Mindset is a compilation of weekly thoughts dedicated to all students going through an academic journey looking to get inspired when facing challenges. The purpose of the book is to motivate and encourage students to follow their dreams as much as possible. These thoughts are for students to know that everyone faces challenges, regardless of their appearance, level of success, experiences, and struggles. It is ultimately not about the challenges we face, but what we make of them, how we approach them, how we view them, and how we learn from them.

Presenting the stories of successful companies who rose out of virtual obscurity to dominate their markets, a guide to creating market differentiation by exceeding customer expectations outlines the author's TouchPoint Branding philosophies, in a volume complemented by a CD of supplemental materials and a software-driven study guide. 30,000 first printing.

Textbook on Cutaneous & Aesthetic Surgery is a complete guide to the subspecialty. Beginning with an introduction to the principles of cutaneous surgery – anatomy, operating theatre, instruments, anaesthesia, emergencies and antibiotics - the following chapters examine both basic and advanced cutaneous surgical techniques and aesthetic procedures, with a separate section dedicated to the use of lasers and lights for surgery. The final section discusses topics such as patient satisfaction, psychological issues, medico-legal aspects, photography and teledermatology. With almost 1000 colour images and illustrations, this comprehensive manual is the official textbook of the ACS(I) (Association of Cutaneous Surgeons India). Key Features Comprehensive guide to cutaneous and aesthetic surgery for dermatosurgeons Discusses principles, basic and advanced cutaneous surgery and aesthetic procedures Section dedicated to lasers, lights and other technologies Examines miscellaneous topics such as psychological issues, medicoOlegal aspects and teledermatology Nearly 1000 colour images and illustrations

2009 Guide To Literary Agents

The Secrets of Unshakeable Customer Loyalty

How Social Entrepreneurs Are Changing the World

Turn Contacts into Paying Customers for Your Company, Product, Service or Cause

Textbook on Cutaneous and Aesthetic Surgery

The Leader's Guide to Storytelling

Journalism students and professionals.

Overpromise & Overdeliver

2011 Novel And Short Story Writer's Market

The Most Trusted Guide to Getting Published

2009 Writer's Market Listings

Citizen You

2008 Writer's Market Deluxe Edition