

‘One of the most interesting and useful books ever written on networking.’—Adam Grant Social Chemistry will utterly transform the way you think about ‘networking.’ Understanding the contours of your social network can dramatically enhance personal relationships, work life, and even your global impact. Are you an Expansionist, a Broker, or a Convener? The answer Marissa King shows how anyone can build more meaningful and productive relationships based on insights from neuroscience, psychology, and network analytics. Conventional wisdom says it’s the size of your network that matters, but social science research has proven there is more to it. King explains that the quality and structure of our relationships has the greatest impact. She illustrates, there are three basic types of networks, so readers can see the role they are already playing: Expansionist, Broker, or Convener. This network decoder enables readers to own their network style and modify it for better alignment with their life plans and values. High-quality connections in your social network strongly predict cognitive functioning, emotional well-being, and even your health. King’s network is likely to boost the quality of your ideas, as well as your pay. Beyond the office, social connections are the lifeblood of our health and happiness. The compiled results from dozens of previous studies found that our social relationships have an effect on our likelihood of dying prematurely—equivalent to obesity or smoking. Rich stories of Expansionists like Anna Wintour, as well as personal experiences from King’s own world of connections, inform this warm, engaging, revelatory investigation into some of the most consequential decisions we can make about the trajectory of our lives.

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

The Answer

Good to Great
Innercircle

Ask Better Questions, Listen to the Answers and Grow Your Business

Fit for Growth

Discovering Value and Creating Growth in a Disrupted World

The Psychology of Entrepreneurship

Enduring Success addresses a key question in business today: How can companies succeed over time? To learn the source of enduring greatness, author Christian Stadler directed a team of eight researchers in a six-year study of some of Europe's oldest and most stellar companies, targeting nine that have survived for more than 100 years and have significantly outperformed the market over the past fifty years. Readers may wonder, "Why European companies?" Yet, Europe is the ideal place to seek the key to long-term success; half of the Fortune Global 500 companies that are 100 years old or older can be found in Europe, as can 72 of the 100 oldest family businesses in the world. Fifteen years after Collins and Porras' Built to Last, this new book incorporates fresh insights from management science and provides the first non-US perspective on long-range success. Through Stadler's study, a counterintuitive story emerges: the greatest companies adapt to a constantly changing environment by being intelligently conservative. Enduring Success provides a coherent framework, grounded in five principles and practical concepts, for business leaders who are prepared to learn from the history of some of the world's greatest institutions. View the author's YouTube channel for more discussion of the book.

From Mike Michalowicz, bestselling author of Profit First, Clockwork, and Fix This Next, a practical and proven guide to standing out in a crowded market. Many business owners are frustrated because they feel invisible in a crowded marketplace. They know they are better than their competitors, but when they focus on that fact, they get little in return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate? 2. Does it attract? 3. Does it direct? Get Different is a game-changer for everyone who struggles to grow because their brand, message, product or service doesn't stand out and connect with customers--the long-anticipated answer to the defining business challenge of our time.

What No One Tells You About Growing A Martial Art School! When I started my first martial art school nearly twenty-five years ago, all I knew about growing a dojo was that I needed more students. So, I set about getting more students every way I knew how, and I kept adding more ways to do that as I went along. What I discovered over the course of my first few years in business was that getting students wasn't all that difficult... it was keeping them and managing growth that was the real challenge. I've already covered how to start a dojo and get students in other books and resources. But in this book, I reveal specific concepts and strategies for growing your dojo. These are concepts that most martial art school owners and instructors never hear about. When you read this book, you'll discover: How to develop an overarching growth strategy, so you can grow your dojo in the most efficient manner possible! What's the best business model for a martial art school? In this guide, you'll find out about the most profitable martial art school business models, so you can choose the best one for your personal business goals. Understanding market segments! Find out exactly who to target and how to target them, so you get more students through your front door... What are the most profitable markets to go after? Should you go after kids, adults, the fitness market, the self-defense market, the after-school and summer camp market, or something else? You'll find the answers to these questions and more in the first section of this book. What are the pros and cons of each market? Are there advantages and disadvantages to pursuing specific markets? You'll get the answers to those questions, so you know what you're getting into when pursuing a specific market. How do you stand out in a crowded marketplace? You'll find out how in the section on brand and image for martial art school owners. How do you keep students coming to class? What makes students drop out? How can you prevent students from quitting? Find out in the section on keeping students. How do you handle rapid growth in a martial art school? Where do you put all those students? Should you get more space when your classes are full? And how do you teach larger classes? You'll get the answers to those questions in the section on efficient scheduling and curriculum design. As you can see, this book covers quite a lot of information. I wrote this book to answer questions that most school owners only find answers to by trial and error... typically when it's too late and the damage has already been done. Yet, in fifteen years of coaching school owners these are questions that have come up over and over again. They're also the same challenges I had to deal with in starting and growing three successful martial art schools in three very different markets that served three very distinct clientele. I wrote this martial arts business manual to give martial art school owners answers to the difficult questions facing them when growing a martial art school. Once you read this guide, you'll have a knowledge and understanding of advanced principles. You'll know how to sidestep common hurdles and pitfalls in growing a school. Find out how to leap ahead of your competition and grow the dojo you've always wanted... Grab your copy today, and discover how to grow your dojo!

A vision board is a powerful tool that anyone can use to shape an ideal future through the power of intention and visualization. Learning how to vividly imagine your desired results--attracting your perfect soul mate, radiant health, abundant career opportunities, or building personal and community relationships to give back--is the first step on the path to making them happen. Break through unconscious, limiting beliefs and get ready to transform your future now. If you can envision it, you're halfway there! This book will explain and walk you through exactly how to create a vision board in conjunction with how to retrain your brain to actually start believing that you can achieve all your goals and dreams. Then, the universe will work its magic! This is a great personal gift and one your friends and family will love.

How to Start Run & Grow a Successful Courier Business

Martial Art School Business Growth Strategies

Enduring Success

Pivot to the Future

The New Science to Unlock Your Brain's Hidden Power

The Challenger Sale

The Connector's Way

Simply put, most entrepreneurial start-ups fail. Those fortunate enough to succeed then face a second, major challenge: how to grow. This book focuses on the key questions an entrepreneur must answer in order to grow a business. Based on extensive research of more than fifty successful growth companies, Grow to Greatness discusses the top ten growth challenges and how to overcome them. Author Edward D. Hess dispels the myth that businesses must grow or die. Growth can create value. But, too much growth too fast outstrips effective processes, controls, or management capacity. Viewing growth as “recurring change,” Grow to Greatness lays out a framework for how to approach business development—and how to manage its risks and pace. The book then takes readers through chapters that explore whether the time is right to grow, how to do it, and how to manage the vital reality that growth requires the right leadership, culture, and people. Uniquely, this book aims to prepare readers for the day-to-day reality of growth, offering up the lived experiences of eleven entrepreneurs. Six workshops to assess where readers stand now and a suite of templates that will prove to be useful over time help bring the book’s teachings to life. After reading this book, entrepreneurs will have a real understanding of their readiness to grow and place in the growth cycle, as well as a concrete action plan for where to take their businesses next. Many books address how to start a business, but this is a unique, go-to resource for readers who want to learn how to thrive beyond the start-up phase.

This top corporate consultant focuses on what she knows best: building business through networking and developing a solid network of business relationships and lifelong customers.

Aligning the Dots

Decoding the Patterns of Human Connection

Social Chemistry