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***FROM USA TODAY AND #1
WALL STREET JOURNAL***

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***BESTSELLING AUTHOR OF
ELEVATE Wake up. Get
inspired. Change the
world. Repeat. Global
business leader and
national bestselling
author, Robert Glazer,***

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***believes we all have a
responsibility to each
other: to give one
another the inspiration
and support we need to
be our best. What
started as a weekly note***

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***known as Friday Forward
to his team of forty has
turned into a global
movement reaching over
200,000 leaders across
sixty countries and
continually forwarded to***

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***friends and family. In
FRIDAY FORWARD, Robert
shares fifty-two of his
favorite stories with
real life examples that
will motivate you to
grow and push you to be***

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your best self. He encourages you to use this book as part of a positive and intentional Friday morning routine to get the weekend started on a forward-

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***looking note that will
carry you through the
week. At once uplifting
and deeply thought-
provoking, these stories
will challenge you to
propel yourself outside***

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Philip Kotler

***your comfort zone to
unlock your innate
potential. By making
small, intentional
changes, you have the
power to create lasting
impact, not only in your***

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***own life, but also to
inspire those around you
to do the same. Today is
the perfect day to
start. Glazer's
collection of inspiring,
thought-provoking***

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***stories gives the
motivation and
mentorship you need to
build a more fulfilling
life and career. –Daniel
H. Pink, Author of When
and Drive***

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***The seventh edition of
the pioneering guide to
generating attention for
your idea or business,
packed with new and
updated information In
the Digital Age,***

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marketing tactics seem to change on a day-to-day basis. As the ways we communicate continue to evolve, keeping pace with the latest trends in social media, the

***newest online videos,
the latest mobile apps,
and all the other high-
tech influences can seem
an almost impossible
task. How can you keep
your product or service***

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*from getting lost in the
digital clutter? The
seventh edition of The
New Rules of Marketing
and PR provides
everything you need to
speak directly to your*

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***audience, make a strong
personal connection, and
generate the best kind
of attention for your
business. An
international bestseller
with more than 400,000***

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***copies sold in twenty-
nine languages, this
revolutionary guide
gives you a proven, step-
by-step plan for
leveraging the power of
technology to get your***

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***message seen and heard
by the right people at
the right time. You will
learn the latest
approaches for highly
effective public
relations, marketing,***

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***and customer
communications—all at a
fraction of the cost of
traditional advertising!
The latest edition of
The New Rules of
Marketing & PR has been***

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***completely revised and
updated to present more
innovative methods and
cutting-edge strategies
than ever. The new
content shows you how to
harness AI and machine***

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***learning to automate
routine tasks so you can
focus on marketing and
PR strategy. Your life
is already AI-assisted.
Your marketing should be
too! Still the***

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***definitive guide on the
future of marketing,
this must-have resource
will help you:***

***Incorporate the new
rules that will keep you
ahead of the digital***

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***marketing curve Make
your marketing and
public relations real-
time by incorporating
techniques like
newsjacking to generate
instant attention when***

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***your audience is eager
to hear from you Use web-
based communication
technologies to their
fullest potential Gain
valuable insights
through compelling case***

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***studies and real-world
examples Take advantage
of marketing
opportunities on
platforms like Facebook
Live and Snapchat The
seventh edition of The***

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***New Rules of Marketing
and PR: How to Use
Content Marketing,
Podcasting, Social
Media, AI, Live Video,
and Newsjacking to Reach
Buyers Directly is the***

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***ideal resource for
entrepreneurs, business
owners, marketers, PR
professionals, and
managers in
organizations of all
types and sizes.***

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***While a Vice President
at Salesforce, David
Priemer had an epiphany
during one of the
company's high-pressure
selling periods: the
very sales tactics they***

***were using were not
working on him. Yes, the
numbers still showed
results, but through
brute force rather than
elegance and efficiency.
Priemer also discovered***

***that his sales
colleagues were spending
far more time on leads
that did not convert to
sales than on those that
did. His company--and
his entire***

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***profession--was acting
with more than enough
gusto, but without
enough awareness and
empathy. They were not
selling the way they
buy. Sell the Way You***

Buy is about much more than putting yourself in the customer's shoes. Customers don't always know what they want or need, or they may be seeking a solution for

***something that isn't
their core problem. They
suffer from status quo
bias, from recency bias,
from confirmation bias.
And meanwhile, the state
of overwhelming choice***

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***has most products and
solution providers
adrift in the "Sea of
Sameness." In today's
world, almost everyone
is in sales, but as
Priemer realized, we***

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***don't teach it. Sell the
Way You Buy will show
you how to ask
questions, how to
listen, how to tell a
compelling brand story,
and how to talk to***

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***customers (how to talk
to people). Priemer
reveals scientifically
supported methods to
understand the customer,
identify their needs,
and move them toward the***

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***right solution--all the
while teaching you to
avoid all the reasons
why the average person
doesn't like
salespeople. In short,
to sell the way you buy.***

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Receptivity of your audience is far more important than the power of your message. Learn how making this simple change in focus can make all the difference in

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***your ability to
influence and succeed in
the world of sales. In
this groundbreaking new
guide, ASLAN co-founder
and CEO Tom Stanfill
shares his proven***

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***methodology, road-tested
over decades by hundreds
of thousands of sales
professionals, workshop
participants, and
industry experts, on how
to convert even the most***

***disinterested prospects
and customers.***

***unReceptive will show
you how to: Eliminate
resistance and make
selling easy and
enjoyable, while***

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***experiencing a deeper
sense of purpose.
Overcome the five
receptivity barriers –
the customer's
perception of you,
opening a “closed” door,***

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***uncovering the
unfiltered truth,
changing beliefs, and
motivating the customer
to take action. Adopt
the tested and true
operating system used by***

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***the most persuasive and
influential people. When
you shift the focus from
crafting the perfect
message to creating
receptivity, you flip
the entire art of***

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***selling on its head and
form lasting
relationships that set
you and your customers
up for lasting success.
From bestselling author
Bob Glazer comes a***

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***revolutionary approach
to partnership
marketing. Partnership
marketing is not new; it
has existed in many
different forms, and
under many different***

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names, such as affiliate marketing, for decades. However, thanks to transformative changes in enabling technology and pricing models, as well as a change in both

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***supply and demand,
partnership marketing
now exists in a more
automated, scalable form
that few companies have
fully leveraged to date.
MOVING TO OUTCOMES will***

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***unlock the keys and show
readers how to do so for
themselves. Think about
your marketing strategy
as you would consider an
investment portfolio.
Every investment guru***

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***advises diversifying
your stock market assets
to protect against
declines in some types
of assets. Additionally,
if you want better
returns, you need to***

***adjust your holdings
through diversification
and get outside of the
traditional asset
classes. Once an asset
class reaches maturity
and ubiquity, you are***

***much less likely to see
above-average returns.
Investors can't beat the
market by investing in
the biggest names of
today; instead, they
need to find the next***

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***Microsoft, Amazon, or
Tesla. Marketers today
have a choice. They can
keep doubling down on
advertising with the
digital goliaths of
today or begin to***

***diversify and invest in
other marketing
channels, with an eye
toward the future.***

***The Iconist
Using Consistency and
Congruence to be the***

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Same Shape Everywhere

The Next Cmo

Converted

How Not to Suck At

Marketing

Friday Forward

How to Differentiate

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***Your Organization in a
Sea of Sameness***

***Accelerating Growth in
Strategic Accounts***

The Marketing Book is
everything you need to know
but were afraid to ask about

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marketing. Divided into 25 chapters, each written by an expert in their field, it's a crash course in marketing theory and practice. From planning, strategy and research through to getting the marketing mix

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right, branding, promotions and even marketing for small to medium enterprises. This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use, especially for

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professionals taking their CIM qualifications. Nevertheless, it is also invaluable for practitioners due to its modular approach. Each chapter is set out in a clean and concise way with plenty of diagrams and examples, so that

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you don't have to dig for the information you need. Much of this long-awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in

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marketing thought. Also included are brand new content in direct, data and digital marketing, and social marketing. If you're a marketing student or practitioner with a question, this book should be

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the first place you look.

Luck is a four-letter-word in business circles. But the truth is that fortune plays a part in every success story – and every failure. In *Go Luck Yourself*, one of the world ' s leading brand

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strategists explains how a
hunting trip led to the invention
of VELCRO®. How a little
mermaid inspired a famous
campaign for Amazon. How a
stolen rabbit spurred on Walt
Disney. And more importantly,

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how you can stack the odds in your brand ' s favour. Andy Nairn draws on everything from architecture to zoology, as well as almost 30 years working with some of the most successful companies on the planet, to

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provide a series of thought-provoking strategies that will help anyone responsible for building a brand. He ' ll show you how to uncover your organisation ' s hidden treasures. How to spot

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opportunities in unexpected places. How to turn misfortune into good fortune. And how to practise being lucky, every day. Written in a very accessible and entertaining style, this is the book you need to improve your

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brand ' s fortunes, in these
turbulent times. Now Go Luck
Yourself...

Your digital marketing firm is
failing your business, not
delivering on the kind of
passion, commitment, and

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innovation they promised. To ensure that you're getting the best, you need to know how to demand better--by learning from the incredible strategies of the fast-paced arena of political marketing. In Fire Them Now,

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Phillip Stutts illuminates common failures within the digital marketing industry and explores the strategies and tactics used in politics that win for businesses. He examines why political marketers are

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producing some of the most
successful marketing in the
game--working with tight
deadlines and limited budgets
while demonstrating
unwavering work ethic,
adaptability, and proactivity.

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This eye-opening guide offers a new pathway for businesses to succeed in an ever-changing economy, providing the tools you'll need to challenge your current digital marketing agency. And if they can't deliver

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the win, Fire Them Now!

A practical, easy-to-use guide to
transform business
communications into
memorable narratives that drive
conversations—and your
career—forward In Everyday

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Business Storytelling: Create,
Simplify, and Adapt A Visual
Narrative for Any Audience,
visual storytelling experts
Janine Kurnoff and Lee Lazarus
leverage decades of experience
helping executives at the

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world's top brands—including Facebook, Nestle, Accenture, and Marriot—bring clarity and meaning to their business communications. Whether you're building a presentation, crafting a high-stakes email, or

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need to influence decisions in your next meeting with an executive, *Everyday Business Storytelling* offers an insightful exploration of how to develop compelling business narratives. You'll discover how to use a

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simple, repeatable framework to choreograph your ideas, data, and insights into an authentic, persuasive story. You'll also find clever visual techniques to help humanize your stories and build an emotional connection with

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your audience. Just a few of the things you'll learn include: The science behind why storytelling is the most effective way to trigger emotion in an audience and how to craft a business narrative that makes your ideas

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engaging The four signposts of
storytelling and how to identify
and weave in your BIG idea to
capture attention How to craft
expert headlines that guide
your audience and advance your
story Everyday Business

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Storytelling is an indispensable guide to making your communications stick in the minds of your audience and drive change. If you're a busy, talented businessperson responsible for presentations,

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one-pagers, emails, or virtual meetings, this book is for you. Engaging, practical, and immediately useful for any business and its messengers on how to talk about their business and connect with their

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customers. The vast majority of word of mouth happens offline, in everyday conversations. In *The Science of Customer Connections*, Karrh offers simple concepts plus practical guidance for individual

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professionals, teams, and complex organizations to be part of those conversations in ways that grow their business. With clear language and a sense of humor, Karrh guides readers step by step to create: A

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message that is memorable,
interesting to buyers, and built
to share A growing set of
messengers who include your
story in their everyday
conversations Management
habits that build consistency

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and scale Readers will be equipped to engage customers and employees, build trustworthiness, and grow profitably—without necessarily having to change their business model, offerings, pricing,

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distribution, or people. Instead, they can quickly elevate the way that everyone close to the business talks about it, consistently resulting in stronger cross-selling and upselling of additional products

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and services, higher customer satisfaction, and more consistent employee engagement. Inspirational real-world examples are presented from entrepreneurs and career changers, growth companies,

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and large global organizations.
How the World's Most Prolific
Innovators Come Up with Great
Ideas that Deliver Extraordinary
Outcomes
Fire Them Now
The Ultimate Marketing Engine

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The Sales Guide for Non-Sales
Professionals

The 7 Lies Digital Marketers

Sell...And the Truth about

Political Strategies that Help

Businesses Win

Stand Out Marketing

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The Art and Science of Standing
Out

Create, Simplify, and Adapt A
Visual Narrative for Any
Audience

As some of today's major
and complex companies are

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worth more than the GDPs
of some countries,
traditional marketing
approaches, such as glossy
corporate campaigns, will
have limited returns.
Account-based marketing,

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also known as client-
centric marketing, treats
important individual
accounts as markets in
their own right, to help
strengthen relationships,
build reputation, and

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increase revenues in
important accounts. A
Practitioner's Guide to
Account-Based Marketing
outlines a clear, step-by-
step process for readers
to harness ABM tools and

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techniques and set up ABM programmes. Featuring insights from practising professionals and case studies from organizations including Microsoft, Accenture, O2 and Fujitsu,

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it also contains guidance on developing the competencies needed for account-based marketing and managing your ABM career. This updated second edition contains

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further discussion on how
ABM initiatives can go
from a pilot to being
embedded in a business,
new material on quantified
value propositions and
updated wider research.

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Meticulously researched and highly practical, A Practitioner's Guide to Account-Based Marketing will help all marketers to deliver successful B2B marketing.

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Game-changing new strategies to outsmart, outmaneuver, and outsell your competition! Salespeople face fierce competition in their pursuit of winning deals.

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Differences in product features and functions get smaller by the minute and are not always meaningful to buyers. How do you stand out from the pack and not just land the

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account, but win deals at
the prices you want? Lee
B. Salz's previous ground-
breaking, bestselling
book, Sales
Differentiation, armed
salespeople with

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strategies to
differentiate both what
they sell and how they
sell it. Sell Different!
provides a new component
of Sales Differentiation
strategy to help you

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outsmart, outmaneuver, and
outsell the competition to
win more deals at the
prices you want. This book
provides you with the
tools you need to land new
accounts and grow existing

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ones. The practical,
proven strategies
presented in Sell
Different! include: How to
defeat your toughest
competitor (hint: it's not
who you think it is) An

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actionable 16-phase plan
to reach and engage
elusive prospects Finding
more of your best clients
(it's easier than you
think) Acquiring more
referrals than you ever

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dreamed possible Virtual
selling and how to harness
its potential Neutralizing
the fear of change that
paralyzes buyers and kills
deals Structuring pilot
programs that advance your

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deals Identifying the
critical person needed to
win more deals at the
prices you want Solving
closing problems and
fixing the real issue
limiting your success

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Dissecting and resolving
the most challenging sales
objection – price! What
99.999% of salespeople
don't do, but should
Expanding account
relationships to explode

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revenue and lock out the
competition How to address
a major flaw when
comparing salespeople with
professional athletes And
much, much more! If you
are a salesperson,

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executive, or business
owner who desires to win
more deals at the prices
you want, then this book
is for you.

Jim Morris has been
responsible for some of

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the most memorable ad
campaigns in history. He
knows best that bad ads
don't just create
themselves. Part
indictment on the
advertising industry, part

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cautionary tale on what
not to do with your ads,
Jim pulls no punches to
better ad people
everywhere. "How many ads
have you seen that made
you question the

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intelligence of whomever
designed it? Probably too
many. If every ad person
read *Badvertising*, the
world would be a more
intelligent and prosperous
place." --Jonah Berger,

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New York Times bestselling author of Contagious and The Catalyst "Incisive and daring, Badvertising is the only book you need to truly understand both the inner workings of

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America's ad agencies, and the minds of those who never cease to astound us with both their creative genius and profound stupidity. After just one reading, you'll never see

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advertising the same way
again." --Drew Eric
Whitman, bestselling
author of Cashvertising
How can the ad industry
even exist when almost all
of the products that it

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produces fall on a
continuum from flawed to
failed? What is it about
this industry and the
process of creating,
selling, and producing ads
that causes so much

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advertising to be so bad?
These are the questions
answered in *Badvertising*.
A provocative, truth-to-
power exposé of ad
agencies' flaws, foibles,
and failings--and why they

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matter to the consumer and
to those in the business.
Morris, an advertising
legend known as "Tagline
Jim," surveys myriad
advertising "agents of
stupidity." Hilarious,

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horrifying, and
insightful, each chapter
is a grenade lobbed into
America's ad bunkers.
Badvertising is a candid,
never-seen-before
accumulation of real-world

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don'ts and more don'ts,
providing valuable
cautionary tales of
advertising's stupid side.
Killing your current
marketing structure may be
the only way to save it!

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Two of the world's top
marketing experts reveal
the next level of
breakthrough
success—transforming your
marketing strategy into a
standalone profit center.

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What if everything we currently know about marketing is what is holding us back? Over the last two decades, we've watched the entire world change the way it buys and

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stays loyal to brands.

But, marketing departments are still operating in the same, campaign-centric, product-led operation that they have been following for 75 years. The most

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innovative companies
around the world have
achieved remarkable
marketing results by
fundamentally changing
their approach. By
creating value for

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customers through the use of owned media and the savvy use of content, these businesses have dramatically increased customer loyalty and revenue. Some of them have

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even taken it to the next step and developed a marketing function that actually pays for itself. Killing Marketing explores how these companies are ending the marketing as we

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know it—in favor of this
new, exciting model.
Killing Marketing provides
the insight, approaches,
and examples you need to
understand these
disruptive forces in ways

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that turn your marketing
from cost center to
revenue creator. This book
builds the case for,
literally, transforming
the purpose of marketing
within your organization.

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Joe Pulizzi and Robert
Rose of the Content
Marketing Institute show
how leading companies are
able sell the very content
that propels their
marketing strategy. You'll

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learn how to: * Transform
all or part of your
marketing operation into a
media company * Integrate
this new operation into
traditional marketing
efforts * Develop best

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practices for attracting
and retaining audiences *
Build a strategy for
competing against
traditional media
companies * Create a
paid/earned media strategy

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fueled by an owned media strategy Red Bull, Johnson & Johnson, Disney and Arrow Electronics have succeeded in what ten years ago would have been deemed impossible. They

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continue to market their products as they always have, and, through their content-driven and audience-building initiatives, they drive value outside the day-to-

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day products they sell—and monetize it directly.

Killing Marketing rewrites the rules of marketing—enabling you to make the kind of transition that turns

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average companies into
industry legends.

Exactly How to Sell The
Sales Guide for Non-Sales
Professionals John Wiley &
Sons

Stand Out

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Content Marketing,
Engineered

How the Best Firms Build
Premier Brands, Thriving
Lead Generation Engines,
and Cultures of Business
Development Success

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Go Luck Yourself

The Seventh Level

Professional Services

Marketing

Killing Marketing: How

Innovative Businesses Are

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Turning Marketing Cost
Into Profit

*A practical guide to
"narrative thinking," and
why it matters in a world
defined by data. In The
Sea We Swim In, Frank Rose*

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*leads us to a new
understanding of stories
and their role in our
lives. For decades,
experts from many
fields—psychologists,
economists, advertising*

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*and marketing
executives—failed to
register the power of
narrative. Scientists
thought stories were
frivolous. Economists were
knee-deep in theory.*

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*Marketers just wanted to
cut to the sales pitch.
Yet stories, not
reasoning, are the key to
persuasion. Whether we're
aware of it or not,
stories determine how we*

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*view the world and our
place in it. That means
the tools of professional
storytellers—character,
world, detail, voice—can
unlock a way of thinking
that's ideal for an age in*

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*which we don't passively
consume media but actively
participate in it.*

*Building on insights from
cognitive psychology and
neuroscience, Rose shows
us how to see the world in*

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*narrative terms, not as a
thesis to be argued or a
pitch to be made but as a
story to be told. Leading
brands and top
entertainment
professionals already*

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*understand the vast
potential of storytelling.
From Warby Parker to
Mailchimp to The Walking
Dead, Rose explains how
they use stories to
establish their identity*

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*and turn ordinary people
into fans—and how you can
do the same.*

*THE BESTSELLING AUTHOR OF
PITCH ANYTHING IS BACK TO
FLIP YOUR ENTIRE APPROACH
TO PERSUASION. Is there*

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*anything worse than a high-
pressure salesperson
pushing you to say "yes"
(then sign on the dotted
line) before you're ready?
If there's one lesson Oren
Klaff has learned over*

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*decades of pitching,
presenting, and closing
long-shot, high-stakes
deals, it's that people
are sick of being marketed
and sold to. Most of all,
they hate being told what*

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*to think. The more you
push them, the more they
resist. What people love,
however, is coming up with
a great idea on their own,
even if it's the idea you
were guiding them to have*

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all along. Often, the only way to get someone to sign is to make them feel like they're smarter than you. That's why Oren is throwing out the old playbook on persuasion.

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Instead, he'll show you a new approach that works on this simple insight: Everyone trusts their own ideas. If, rather than pushing your idea on your buyer, you can guide them

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*to discover it on their
own, they'll believe it,
trust it, and get excited
about it. Then they'll buy
in and feel good about the
chance to work with you.
That might sound easier*

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*said than done, but Oren
has taught thousands of
people how to do it with a
series of simple steps
that anyone can follow in
any situation. And as
you'll see in this book,*

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*Oren has been in a lot of
different situations.*

*He'll show you how he got
a billionaire to take him
seriously, how he got a
venture capital firm to
cough up capital, and how*

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*he made a skeptical Swiss
banker see him as an
expert in banking. He'll
even show you how to
become so compelling that
buyers are even more
attracted to you than to*

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*your product. These days,
it's not enough to make a
great pitch. To get
attention, create trust,
and close the deal, you
need to flip the script.
Exclusive Podcast Academy*

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*training now available in
a book! Podcast Academy,
the leader in audio/video
podcast and new media
education, brings you
their first book, Podcast
Academy: The Business*

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Podcasting Book, based on their seminars. Written by industry experts, this book brings you practical experience that you can apply to your own business. It covers

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*planning, content
creation, legal
considerations, branding,
marketing, advertising,
monetization, and much
more. The authors and
contributors have been*

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*behind many of the
earliest corporate
podcasts and share their
knowledge, success, and
real-world experience with
you. Podcasting is
changing the way*

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organizations are communicating with their customers, prospects and the media. It is an essential new medium for any company looking to extend their

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*communications outreach,
and expand their brand
awareness. This applies
for companies,
organizations, charities,
schools and groups that
range in size from small*

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to Fortune 500 enterprises. If you are thinking about podcasting as a medium for your organization, The Business Podcasting Book will give you a solid understanding

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*of how to create your own
company's voice, measure
your efforts and maximize
your opportunity.*

*Implement your podcasting
strategy now!*

Discover the five simple

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*steps to corporate
innovation in a practical
guide that makes coming up
with great ideas
everybody's business.
Experts and executives
often portray innovation*

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as confusing and complicated. Some even suggest that you need a special degree to know how to do it right. But the truth is, consistently coming up with great ideas

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*isn't a unique talent or
even a difficult skill.
It's actually a simple
five-step framework that
anyone can follow to look
at the work that they do
differently, and have a*

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*bigger impact on the
people they serve.*

*RE:Think Innovation shows
readers how to tie
individual competence with
innovation techniques to
direct corporate outcomes.*

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In engaging and accessible language, Carla Johnson demonstrates how to create a unified, idea-driven employee base that delivers more ideas in a shorter amount of time.

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Ultimately, this is the path that makes organizations nimble, passionate, innovative powerhouses that deliver extraordinary outcomes for sustained periods of time.

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With 75 percent of screen time being spent on connected devices, digital strategies have moved front and center of most marketing plans. But what if that's not enough? How

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*often does consumer
engagement actually go
further than the “like”
button? With the average
American receiving close
to 50 phone notifications
a day, do the company*

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*messages get read or just
tossed aside? The truth
is, a sobering reality is
beginning to hit
marketers: Technology
hasn't just reshaped mass
media; it's altering*

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behavior as well. Truly getting a message through to customers, and not just in front of their eyes for a split second before being fed to the trash bin, will take some

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radical

*rethinking. Disruptive
Marketing challenges you
to toss the linear plan,
strip away conventions,
and open your mind as it
takes you on a*

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*provocative, fast-paced
tour of our changing
world, where you'll find
that:• Selling is dead,
but ongoing conversation
thrives• Consumers
generate the best content*

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*about brands • People tune
out noise and listen to
feelings • Curiosity leads
the marketing team • Growth
depends on merging
analytics with boundless
creativity* Packed with

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*trends, predictions,
interviews with big-think
marketers, and stories
from a career spent
pushing boundaries,
Disruptive Marketing is
the solution you've been*

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*looking for to boost your
brand into new territory!
How to Grow Your Business
and Build Your Audience
Using the Secret Formula
That Elects Presidents
All New Sales*

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*Differentiation Strategies
to Outsmart, Outmaneuver,
and Outsell the
Competition
Content DNA
The Definitive Guide to
Effective Marketing*

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Strategies

*What Growth Hackers, Data
Punks, and Other Hybrid
Thinkers Can Teach Us
About Navigating the New
Normal
The Why Behind Building*

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*Your Organic Growth
Strategy*

*The Undefeated Marketing
System*

*Everyday Business
Storytelling*

Research shows that this analytical, skeptical

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buyer conducts a great deal of independent research before engaging with vendors. Companies that share expertise through high-quality content on a consistent basis are not only seen as trusted resources, they also spend less per lead and achieve greater pipeline efficiency. Content Marketing, Engineered guides you through the key steps

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in creating content to inform, educate, and help your technical buyers on their journey to purchase and beyond. By the time you reach the last page, you ' ll be familiar with the entire end-to-end content marketing process, from planning and writing to publishing, promoting, and measuring the performance of your content.

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A 2019 Axiom Business Award winner. In The Customer Centricity Playbook , Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms help you see your customers as individuals rather than a monolith, so you can stop wasting resources by chasing down product sales to each and every consumer.

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The world is changing and so is the marketing profession. CMOs and the next generation of marketing leaders need to read this book to develop a strategy for ensuring operational excellence to achieve their goals. This book will provide a best practices approach for forming your marketing goals, creating a strategy, building a plan, crafting

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impactful campaigns, optimizing budgetary spending, and measuring true ROI. This book provides models, practical approaches, and templates to help the reader structure their own marketing strategy. In today's complex commercial environments, marketing has become a central aspect to every successful business.

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Businesses need flexible, effective means of gaining commercial traction by managing their relationships with audiences, stakeholders and competitors. They require effective marketing and branding that move beyond the standard forms of brand orientation and commercial interaction. New marketing models must think smart to

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create innovative strategies which have long-term sustainable goals. The Smart Marketing Book is a practical, reliable and concise title that offers the core marketing principles - applicable for anyone who wishes to improve their business's effectiveness. It is a straightforward guide that avoids unnecessary and time-consuming marketing

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practices. A credible statement to all marketers trying to source the most relevant strategies from a field cursed with infinite information.

Winner of the 2019 O.W.L. Outstanding Works of Literature Award Why do we immediately recognize art by Van Gogh and Warhol? What does Beethoven share with

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Rage Against the Machine and Madonna?
What makes us remember the words of
Churchill and King (and Domino's Pizza,
for that matter)? With the rise of digital
media and advertising, a constant barrage of
information makes it nearly impossible to be
seen and heard. In *The Iconist*, branding
and design strategist Jamie Mustard shows

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you how individuals, organizations, and brands can break through the noise. The secret to standing out lies in creating content that the desired audience will "lock" onto and remember with little effort—simple, bold ideas that can be immediately understood. The Iconist reveals a set of primal laws in human society that explain

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why some things stand out and endure in the mind, while others are rejected. Blending relevant examples from history and pop culture with cutting-edge psychology, Mustard explores why certain things stick and others fade from memory—and gives you an owner's manual to make any idea, product, or service stand out and be

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remembered. Forget relying on luck or trial-and-error: Mastering this process will enable you, no matter your field or endeavor, to confidently craft messages that resonate with your target audience through simple, fool-proof methods. For businesses, marketers, teachers, advertisers, artists—from thought leaders to anyone trying to write a

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resume—The Iconist shows how to grab and hold attention. Fair warning, though: This book will change the way you view your audience . . . and the entire world around you.

Inspiration & Motivation to End Your
Week Stronger Than It Started
Badvertising

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The Customer Centricity Playbook

Product-Led SEO

The New Rules of Marketing and PR

Disruptive Marketing

The Science of Customer Connections

40 ways to stack the odds in your brand ' s
favour

A proven approach to revenue-

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generating marketing and client development Professional Services Marketing is a fully field-tested and research-based approach to marketing and client development for professional services firms. The book, now in its Second Edition, covers five

key areas that are critical for firms that want to grow and become more profitable: creating a marketing and growth strategy; establishing a brand and reputation; implementing a marketing communications program; executing lead

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**generation strategies; and
developing business by winning
new clients. You will also read
real-world case studies that
illustrate major points, as well as
quotes and stories from well-
respected professionals in the
industry. The Second Edition**

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features new research and updates throughout, including new chapters on social media and online marketing, as well as new case studies and interviews. Authors Mike Schultz and John E. Doerr are the coauthors of the Wall Street Journal and Inc.

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**Magazine bestseller Rainmaking
Conversations and Professional
Services Marketing; Lee W.
Frederiksen is coauthor of Online
Marketing for Professional
Services Will be widely promoted
via multiple online routes and
direct mail marketing Firms of**

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**any size can use this proven
approach to marketing and client
development to attract new
clients and grow their
professional service businesses.
While instant communication is
now easier than ever, people's
attention is spread thin, time has**

never been more valuable, and disengagement in both customers and employees is at an all-time high. This means most brands never reach their full potential. But what would it look like if your customers were no longer disenchanted from being

chased across the internet and hounded for likes, shares, opt-ins, and purchases? There's a way to break this cycle that doesn't include using meaningless jargon or flashy but confusing digital marketing tools. To truly connect with your

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customers and employees, you need a straightforward plan that will amplify your message and propel you to a degree of engagement that you never realized existed. In The Seventh Level, Amanda Slavin hands you the keys to unlock authentic

engagement and attain higher achievement across the board. Slavin unveils the tools to measure and grow your brand's engagement, forge a deeper, more personal connection with customers, and unite your employees around a shared

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**mission. If you want to dismantle
the obstacles standing in your
way of engagement, let The
Seventh Level be your guide.
A step-by-step system for
creating customers and clients
for life. In a world that's difficult
for business professionals to cut**

through noise to create relationships with their customers, organizations that focus on converting their customers to members and helping them achieve lasting transformation rather than simply offering the transaction of

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**the moment are winning. The
Ultimate Marketing Engine
teaches you how to develop a
system to take every customer
from where they are to where
they want to be by building on
the innovative principles first
brought to the marketing world**

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in Duct Tape Marketing and honed over three decades of working with thousands of businesses. In this book, you will learn: Why strategy must come before tactics. How to narrow your focus and choose only ideal customers. Why no one wants

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what you sell - and what they actually want. How to use story and narrative as the voice of strategy. How to construct the perfect customer journey. How to grow your business with your customers. This book introduces the Customer Success Track, an

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**innovative new approach to
marketing strategy that will
transform how you view your
business, your marketing and
how you view every customer.
The Ultimate Marketing Engine
will help you take control of your
marketing while creating**

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**ridiculously consistent business
growth.**

**The sales guide for non-sales
professionals Exactly How to Sell
walks you through a tried and
true process that draws on time
tested methods that are
designed to attract and keep**

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more customers. No matter what you are selling (yourself, your product or your services) this simple read is certain to provide you actionable strategies to deliver you more of the sales results you are looking for. Inside, Phil M. Jones writes from

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experience and explains how to get more customers and keep them all happy—while they're spending more money, more often. Using simple, practical, and easy-to-implement methods in line with the modern business landscape, Phil educates and

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**guides you, giving you the
confidence you need to develop
the skills you need to win more
business. Boost your
salesmanship to support your
core profession Create intent in a
buyer and scenarios where
everybody wins Choose your**

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**words wisely and present like a
pro Overcome the indecision in
your customers and close more
sales Manage your customer
base and have them coming back
for more If you want to up your
sales game, Exactly How to Sell
shows you how.**

As marketing roles have continued to expand, marketers at any level are feeling under increasing pressure to deliver as individuals and teams. This thought-provoking book argues now is the time to take stock of the technical skills and latest

**thinking we must possess to be
at the forefront of our
profession. It also looks at the
soft and leadership skills we
need to successfully and
authentically lead and deliver for
our businesses, brands and
teams. This is all underpinned by**

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the personal understanding we need to gain clarity and fulfilment, both in our careers and our lives as a whole. The Whole Marketer looks through a lens of professional and personal development. It is a practical guide that allows you to review

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and identify any capability gaps, provides real time input and shares advice, tools and techniques to start you on your path to becoming a successful marketer. This book will help you to become a better version of yourself today, so you can lead

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the brands or businesses of tomorrow. Abigail Dixon's rich experience comes from leading teams, consulting and training hundreds of marketers at various stages of their career to achieve formal qualifications.

Implement a Winning Strategy

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**Driven by Customer Lifetime
Value**

**Why Partnerships are the Future
of Marketing**

The Whole Marketer

The Smart Marketing Book

**A Better Way to Sell, Lead, and
Influence**

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**A Modern Approach To Sales That
Actually Works (Even On You!)
Podcast Academy: The Business
Podcasting Book
Marketing That Can't Be Ignored!
*Presents original research
documenting the size and nature
of the 'sea of sameness'***

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consumers face, and delivers a framework to help organizations rise above it, differentiate themselves, and deliver value. How can we compete in today's fast-moving market? There are more platforms, more users and more content than ever before.

How do we stand out? What can we do to make ourselves noticed, remembered and preferred? Content DNA provides the answers. By focusing on two key elements - consistency and congruence - you'll learn how to define a recognizable "shape" for

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your business. You'll discover the building blocks of your brand and get clarity on expressing your value through a short, memorable tagline. Finally, you'll understand how to create content that builds authority and establishes trust, based on the author's 10+ years

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***of experience as an independent
business writer and consultant.***

***"John represents the cutting edge
of content marketing reality." -***

***Mark Schaefer "Content DNA
provides the foundation and
building blocks for creating great
content." - Vicki O'Neil "Talk***

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about relentlessly helpful! This is the content bible for anyone looking to build a business online." - Chloë Forbes-Kindlen
Video can help you close the deal in a virtual world and this book from award winning marketer and author Marcus Sheridan will

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***show you how. With practical
advice and step by step
instructions, this is the ultimate
guide to selling over video - no
matter how much you hate
watching yourself on the screen.
More than ever before, buyers
and consumers are demanding***

for more video. Just "reading" about a product, service, or company will no longer do the trick. Today, they must "see" it. Notwithstanding this increased demand for video, most businesses and organizations have struggled to quickly adapt.

In fact, many have no idea as to how or where to get started. For this purpose, The Visual Sale was written. Finally, businesses and organizations have a clear guide that will literally show them, in simple, clear, and actionable terms, exactly how they can build

***a culture of video and start
"showing it" moving forward,
ultimately leading to a dramatic
improvement to their sales
numbers, marketing strategy, and
overall customer experience.
You hate politicians. Who doesn't
in today's world? But you have***

more in common with politicians than you may think: you both need a proven, foolproof marketing system to succeed in today's tumultuous marketplace. The stakes have always been high, but with so much economic disruption in the world, they're

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even higher now-and you can feel it. What if the key to future success lies in a simple and secret marketing approach that presidents use to get elected and startup companies use to become billion-dollar unicorns? What if you could use this approach to

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***convert customers in half the
time, eliminate your financial
risk, and secure huge profits?
Now you can. □ In The
Undefeated Marketing System,
bestselling author Phillip Stutts
shows you how his
groundbreaking five-step***

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***marketing formula used by
winning presidents and
successful companies will also
grow your business. With more
than twenty-five years of
campaign and research
experience, Phillip will reveal, for
the first time ever, his system***

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that elects presidents and builds billion-dollar companies. If you're a small business owner, entrepreneur, executive, or marketing professional determined to beat the competition in any economic environment, this is your next

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must-read book.

Brand Bewitchery is for leaders of purpose-driven brands who seek a proven system to clarify their brand story, amplify their impact and simplify their life. The book guides readers through the Story Cycle System(TM) to craft

their overarching brand narrative, a process that has grown business by as much as 600 percent. But how you tell your story is critical to success. Brand Bewitchery also includes two dynamic story structures. Readers will learn the And, But &

Therefore foundational narrative framework to focus all of their messaging for more compelling communications. Plus, they will apply the Five Primal Elements of a short story to create a big impact. Brand Bewitchery features 12 precise story quests:

individual and team-building exercises that help the brand creator find, craft and tell true stories that sell. These real-life stories not only support their new brand narrative crafted within these pages but ensure their content hacks through the noise

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to hook the hearts of their customers. When finished with this guide book, readers will have revealed their most powerful stories for their personal brand to grow their influence and their business brand to generate a measurable increase in sales

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while increasing the productivity of their people and enhancing lives in the communities they serve. The storytelling structures in Brand Bewitchery, tested over more than a decade through hundreds of businesses and the thousands of people, simply help

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***leaders excel through the stories
they tell.***

Moving to Outcomes

Exactly How to Sell

Sell the Way You Buy

RE:Think Innovation

5 Steps to Ridiculously

Consistent Growth

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Brand Bewitchery

***A Practitioner's Guide to Account-
Based Marketing***

The Marketing Book

**If you've ever felt like you
suck at marketing, you're
not alone. Survive and thrive**

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**in today's digital world. Let's
face it, marketing today is
really, really hard. From the
explosion of digital
advertising options to the
thousands of martech tools
out there on the market, it's**

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virtually impossible to stay on top of it all. Even more challenging is the deluge of analytics available, leaving marketers swimming in data but thirsting for knowledge. But you don't have to feel

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**like you suck at marketing.
Join award-winning
marketing leader Jeff
Perkins as he examines how
to avoid the pitfalls and
survive in today's ever-
changing marketing**

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**landscape. Focusing on
essential skills for modern
marketers, How Not to Suck
at Marketing prepares you
to: - Create a focused
marketing program that
drives results - Collaborate**

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**effectively with the key
stakeholders - Assemble a
high-performing marketing
team - Define and nurture
your company (and personal)
brand - Build a focused
career and find the right job**

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**for you Digital tools allow us
to track immediate results,
but marketing has always
been about the long game.
Tackle your marketing
strategy and build a focused
career with this practical**

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guide.

**Standing out is no longer
optional Too many people
believe that if they keep
their heads down and work
hard, they'll be recognized
on the merits of their work.**

But that's simply not true anymore. "Safe" jobs disappear daily, and the clamor of everyday life drowns out ordinary contributions. To make a name for yourself, to create

**true job security, and to
make a difference in the
world, you have to share
your unique perspective and
inspire others to take action.
But in a noisy world where it
seems everything's been**

said—and shouted from the rooftops—how can your ideas stand out? Fortunately, you don't have to be a genius or a worldwide superstar to make an impact. Drawing on interviews with more than

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**fifty thought leaders in
fields ranging from business
to genomics to urban
planning, Dorie Clark shows
how these masters achieved
success and how
anyone—with hard**

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work—can do the same.

**Whether it's learning to ask
the right questions,
developing and building on
an expert niche, or
combining disparate fields
to get a new perspective,**

Clark outlines ways to develop the ideas that set you apart. Of course, having a breakthrough insight is only half the battle. If you really want to share your ideas, you have to find a way

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**to build an audience,
communicate your message,
and inspire others to
embrace your vision.
Starting small is fine; Clark
provides a step-by-step guide
to help you leverage your**

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**existing networks, attract
new people to your cause,
and, ultimately, build a
community around your
ideas. Featuring vivid
examples based on
interviews with influencers**

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such as Seth Godin, David Allen, and Daniel Pink, Clark shows you how to break through and ensure that your ideas get noticed. Becoming a thought leader in your company or in your

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**profession is the ultimate
career insurance. But—even
more important—it's also a
chance to change the world
for the better. Whatever
your cause, perspective, or
point of view, the world can't**

**afford for the best ideas to
remain buried inside you.
Whether it's how to improve
the educational system or
how to make your company
more efficient, your ideas
matter. The world needs**

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**your insights, and it's time
to be bold.**

**As your company's chief
marketing officer, you're
responsible for your
organization's growth and
reputation-but you don't**

have enough control. Your organization works in departmental silos, functional leaders pushing their own solutions and feeling satisfied with functional KPIs. But the

**kind of exponential growth
that creates unstoppable
momentum requires your
customer-facing
departments to fight for the
customer instead of their
own departmental wins.**

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You're not the only one who notices-but you are the only one in the perfect position to do something about it. Discover how to reach your potential and stand out as more than a marketing

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**professional. In CMO to
CRO, industry experts
Brandi Starr, Mike Geller,
and Rolly Keenan show you
how to bring revenue to the
forefront and make every
team's number one objective**

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**a seamless customer
experience. You'll learn how
to create consistency by
reorganizing your business,
following the customer,
prioritizing revenue, and
using CX technology to**

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**succeed where your
competition fails. This book
presents a revolutionary
approach to not only unite
the silos but position you as
an innovative leader and
finally uncover what CX is**

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**really about: revenue
growth.**

**When the world's biggest
brands want to sharpen their
digital marketing strategy,
they call Neil Hoyne -
Google's Chief Measurement**

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**Strategist and Senior Fellow
at the Wharton School. In
his first book, he offers a
simple, research-backed
playbook that anyone can
use to find their best
customers and develop**

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relationships that last.

**Under pressure for quick
results and facing fierce
marketplace competition,
too many marketers are
boxed into spaghetti-to-the-
wall forms of digital**

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**marketing that limit the
potential of their long hours,
countless experiments, and
warehouses of data. And in
the end, they watch their
competition sprint ahead.
But what if you built a**

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business around long-term relationships with customers, using data to understand who they are, what they need, and where to find more customers just like them? You can. And

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**you'll leave your competitors, with all of their data and their short-term thinking, to poke around in the scraps. In Converted, you will learn how to: •
Understand the full value of**

**each relationship • Engage
in an ongoing conversation
with your best customers •
Ask the right questions so
you can anticipate your
customers' needs • Find
more great customers A real**

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**person is always on the other
end of the transaction.**

**Converted shows you how to
win their hearts.**

**Nothing can take your
business to the next level
like great search engine**

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optimization (SEO).

**Unfortunately, it's not
always easy to know what
will successfully drive
traffic, leads, and sales. If
you want to stand out from
your competition, your SEO**

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**needs a distinctive blend of
creativity and logic. Maybe
you're a marketing manager
or executive who is
responsible for SEO growth
but do not fully understand
how it works. Or maybe you**

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**are a seasoned SEO pro
looking to optimize further.
Either way, this book is your
behind-the-scenes guide to
online visibility. When it
comes to SEO, success often
depends not on what you do**

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but on how you do it. That is why Product-Led SEO digs deep into the logic and theory of SEO instead of offering step-by-step guidelines and techniques. You will learn to develop

your own best practices and see where most SEO strategies go astray. If your main goal is driving traffic, you are leaving sales on the table.

Transform Your Business

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**Through Meaningful
Engagement with Your
Customers and Employees
CMO to CRO
Getting People to Think Your
Idea Is Their Idea
Launching, Marketing, and**

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**Measuring Your Podcast
Get Different
A Guide to Operational
Marketing Excellence
Flip the Script
How to Use Video to Explode
Sales, Drive Marketing, and**

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Grow Your Business in a Virtual World

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

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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

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*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*

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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

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*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*

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challenge of our time.

*How to Wield the Story Cycle System
to Craft Spellbinding Stories for Your
Brand*

Sell Different!

*Build Trust and Convert Buyers with
Technical Content*

How to Use Content Marketing,

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*Podcasting, Social Media, AI, Live
Video, and Newsjacking to Reach
Buyers Directly*

*How to Find Your Breakthrough Idea
and Build a Following Around It
unReceptive*

*The Revenue Takeover by the Next
Generation Executive*

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*An Expose of Insipid, Insufferable,
Ineffective Advertising*