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How Leading Companies Win
By Hiring Coaching And
Keeping The Best People
Bradford D Smart

Win By Hiring
Coaching And
Keeping The Best
People Bradford D
Smart

Forget what you know about the world of work You crave feedback. Your organization's culture is the key to its success. Strategic planning is essential. Your competencies should be measured and your weaknesses shored up. Leadership is a thing. These may sound like basic truths of our work lives today. But actually, they're lies. As strengths

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By Hiring, Coaching, And
Keeping The Best People
Deborah D. Grant

*guru and bestselling author
Marcus Buckingham and Cisco
Leadership and Team Intelligence
head Ashley Goodall show in this
provocative, inspiring book, there
are some big lies--distortions,
faulty assumptions, wrong
thinking--that we encounter every
time we show up for work. Nine
lies, to be exact. They cause
dysfunction and frustration,
ultimately resulting in workplaces
that are a pale shadow of what
they could be. But there are those
who can get past the lies and
discover what's real. These
freethinking leaders recognize the
power and beauty of our
individual uniqueness. They know
that emergent patterns are more
valuable than received wisdom
and that evidence is more*

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powerful than dogma. With engaging stories and incisive analysis, the authors reveal the essential truths that such freethinking leaders will recognize immediately: that it is the strength and cohesiveness of your team, not your company's culture, that matter most; that we should focus less on top-down planning and more on giving our people reliable, real-time intelligence; that rather than trying to align people's goals we should strive to align people's sense of purpose and meaning; that people don't want constant feedback, they want helpful attention. This is the real world of work, as it is and as it should be. Nine Lies About Work reveals the few core truths that will help you

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We all understood As, Bs and Cs in school. Do you know what it takes to be an A Player in business? The A Player shows us how.

*Winner of the International Book Awards for General Business
Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone*

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-- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

The Great Game of Business started a business revolution by introducing the world to open-

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book management, a new way of unprecedented profit and employee engagement. The revised and updated edition of *The Great Game of Business* lays out an entirely different way of running a company. It wasn't dreamed up in an executive think tank or an Ivy League business school or around the conference table by big-time consultants. It was forged on the factory floors of the heartland by ordinary folks hoping to figure out how to save their jobs when their parent company, International Harvester, went down the tubes. What these workers created was a revolutionary approach to management that has proven itself in every industry around the

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world for the past thirty years--an approach that is perhaps the last, best hope for reviving the American Dream.

Pulling Levers

How to Take Charge, Build Your Team, and Get Immediate Results
How Strategy Really Works
Outthink the Competition

Topgrading for Sales

The Four Obsessions of an Extraordinary Executive

Explains how companies must pinpoint business strategies to a few critically important choices, identifying common blunders while outlining simple exercises and questions that can guide day-to-day and long-term

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decisions.

*A Washington Post Notable Book
This New York Times bestseller
is a “masterful” (The
Washington Post), “juicy tour of
the company [Jeff] Bezos built”
(The New York Times Book
Review), revealing the most
important business story of our
time by the bestselling author of
The Everything Store. Almost
ten years ago, Bloomberg
journalist Brad Stone captured
the rise of Amazon in his
bestseller The Everything Store.
Since then, Amazon has
expanded exponentially,
inventing novel products like
Alexa and disrupting countless*

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industries, while its workforce has quintupled in size and its valuation has soared to nearly two trillion dollars. It's almost impossible to go a day without encountering the impact of Jeff Bezos's Amazon, between services like Whole Foods, Prime Video, and Amazon's cloud computing unit, AWS, plus Bezos's ownership of The Washington Post. We live in a world run, supplied, and controlled by Amazon and its iconoclast founder. In Amazon Unbound, Brad Stone presents an "excellent" (The New York Times), deeply reported, vividly drawn portrait of how a retail

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upstart became one of the most powerful and feared entities in the global economy. Stone also probes the evolution of Bezos himself—who started as a geeky technologist totally devoted to building Amazon, but who transformed to become a fit, disciplined billionaire with global ambitions, who ruled Amazon with an iron fist, even as he found his personal life splashed over the tabloids. Definitive, timely, and “engaging” (Jon Meacham, author of The Soul of America), Stone has provided an unvarnished portrait of a man and company that we couldn’t imagine modern life without.

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Now updated with new measurement methods and new examples, How to Measure Anything shows managers how to inform themselves in order to make less risky, more profitable business decisions This insightful and eloquent book will show you how to measure those things in your own business, government agency or other organization that, until now, you may have considered "immeasurable," including customer satisfaction, organizational flexibility, technology risk, and technology ROI. Adds new measurement methods, showing how they can

be applied to a variety of areas such as risk management and customer satisfaction Simplifies overall content while still making the more technical applications available to those readers who want to dig deeper Continues to boldly assert that any perception of "immeasurability" is based on certain popular misconceptions about measurement and measurement methods Shows the common reasoning for calling something immeasurable, and sets out to correct those ideas Offers practical methods for measuring a variety of "intangibles"

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Provides an online database (www.howtomeasureanything.com) of downloadable, practical examples worked out in detailed spreadsheets Written by recognized expert Douglas Hubbard—creator of Applied Information Economics—How to Measure Anything, Third Edition illustrates how the author has used his approach across various industries and how any problem, no matter how difficult, ill defined, or uncertain can lend itself to measurement using proven methods. Two of the nation's most successful corporate leadership consultants now reveal their

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proven, systematic program for using the power of "high-integrity" politics to achieve career success, maximize team impact, and protect the company's reputation and bottom line. Each day in business, a corporate version of "survival of the fittest" is played out. Power plays, turf battles, deceptions, and sabotages block individuals' career progress and threaten companies' resources and results. In Survival of the Savvy, Rick Brandon and Marty Seldman provide ethical but street-smart strategies for navigating corporate politics to

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gain "impact with integrity," helping readers to: -Identify political styles at work through the Style Strengths Finder, and avoid being under or overly political -Discover the corporate "buzz" on you, and manage the corporate "airwaves" -Decipher unwritten company rules and protect yourself from sabotage and hidden agendas -Build key networks to promote yourself and your ideas with integrity -Learn to detect deception and filter misleading information -Increase your team's organizational savvy, influence, and impact -Gauge the political health of the company and

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forge a high-integrity political culture In addition, Survival of the Savvy helps individuals discover and overcome their own political blind spots and vulnerabilities. They learn step-by-step methods to avoid being underestimated or denied full recognition for their achievements. It shows them how to put forward their ideas and advance their careers in an ethical manner, with a high level of political awareness and skill. After reading this book, you will never have to say, "I didn't see it coming." Organizational savvy is a mission-critical competency for

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the complete leader. This timely and timeless book provides cutting-edge strategies and skills for surviving and thriving as you build individual and company success.

The Carrot Principle

FORTUNE The Greatest Business Decisions of All Time

The Smart Interviewer

How a Few Companies Make It... and Why the Rest Don't

Apple, Ford, IBM, Zappos, and others made radical choices that changed the course of business.

How to Become a Sales

Superstar by Using What You

Already Know About the Game

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of Baseball
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*The Great CEO Within: The
Tactical Guide to Company
Building*

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms

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on the planet. Included is an instructive chapter co-authored by Rich

Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

Publisher Fact Sheet
Uncovers how the best companies win, not by acquiring the right people, but by building the right organization.

Advises managers on successful techniques for conducting employment

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interviews and checking references
Learn how you can tackle everyday leadership challenges regardless of your title, position, or authority with this insightful resource A book about leadership for people who are not in formal or hierarchical leadership positions, *Everyday People, Extraordinary Leadership* provides readers with a comprehensive and practical approach to addressing leadership challenges, no matter the setting or circumstance.

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Esteemed scholars and sought-after consultants Jim Kouzes and Barry Posner adapt their trademark The Five Practices of Exemplary Leadership® framework to today's more horizontal workplace, showing people that leadership is not about where you are in the organization; it's about how you behave and what you do. Everyday People, Extraordinary Leadership draws on the authors' deep well of research and practical experience to cover key subjects: The essence of making a

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difference in any role,
setting, or situation The
difference between
positions of authority and
leadership The importance
of self-development in
leadership development
This book is perfectly
applicable and accessible
for anyone who wants to
improve their own
leadership potential and
who isn't yet in an
official leadership role.
Everyday People,
Extraordinary Leadership
offers authoritative new
insights, original case
studies and examples, and
practical guidance for

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those individuals who want to make a difference. You supply the will, and this book will supply the way.

How Leading Companies Win by Hiring, Coaching, and Keeping the Best People
The Ideal Team Player
Power Score

Avoid Costly Mis-Hires

Embracing Excellence

Amazon Unbound

How a New Generation of Strategists Sees Options Others Ignore

Others Ignore

Decisions equal success--nothing happens until one is made.

Businesses make millions of decisions every day. But

once in a great while a leader makes a truly game-changing decision that shifts not only the strategy of a single company but how everyone does business. These big decisions are counterintuitive—they go against the conventional wisdom. In hindsight, taking a different direction may seem easy, but these bet-the-company moves involve drama, doubt, and high tension. What made Apple's board bring back Steve Jobs to the company? How did Johnson & Johnson decide to recall every bottle of Tylenol

after a poisoning scare that involved only a small batch of the drug? What made Henry Ford decide to double the wages of his autoworkers, and how did that change the American economy for the next century? Here management consultant Verne Harnish, the CEO of Gazelles, and Fortune's editors provide the background stories behind the greatest business decisions of all time. In this fully original book, you'll get a glimpse into the thought processes leading up to these groundbreaking

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moments and will learn how the decisions have shaped the thinking of today's top leaders. The book also contains an insightful foreword by management guru Jim Collins, the author of Built To Last and Good To Great, which explains the importance of decision making in creating a successful company. From USA Today & Wall Street Journal Bestselling Author! Want to achieve breakthroughs and get exceptional results? Discover the system that successful growth

companies have used to achieve their results. All growing companies encounter ceilings of complexity, usually when they hit certain employee or revenue milestones. In order to burst through ceiling after ceiling and innovate with growth, a company must develop a reliable system that prompts leaders to be proactive and pivot when the need arises. You also need to learn simple systems to empower everyone in your company to become and stay focused, aligned, and accountable. In

Rhythm, you'll discover all this and more, including:

- How to identify potential setbacks and avoid them;
- Think-Plan-Do rhythm to fire up and maintain great execution;
- The inside scoop from growth companies showing you how they turned their potential setbacks into opportunities;
- Practical tools that you can use immediately;
- The habits you should start building to achieve your own breakthroughs.

Patrick Thean's process applies to any growing business and ensures that your

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organization gets into the habit of achieving success, week after week, quarter after quarter, year after year. Get your copy now and start leading your business towards successful growth today!

Great companies don't just depend on strategies—they depend on people. The more great people on your team, the more successful your organization will be. But that's easier said than done. Statistically, half of all employment decisions result in a mishire: The wrong person winds up in the

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wrong job. But companies
that have followed Bradford
Smart's advice in

Topgrading have boosted
their successful hiring rate
to 90 percent or better,
giving them an unbeatable
competitive advantage. Now
Smart has fully revised his
1999 management classic to
reintroduce the topgrading
concept, which works for
companies large and small
in any industry. The author
spells out his practical
approach to finding and
managing A-level talent—as
well as coaching B players
to turn them into A players.

He provides intriguing case studies drawn from more than four thousand in-depth interviews. As Smart writes in his introduction, “All organizations, all businesses live or die mostly on their talent, and any manager who fails to topgrade is nuts, or a C player. . . . Those who, way deep down, would sooner see an organization die than nudge an incompetent person out of a job should not read this book... Topgrading is for A players and all those aspiring to be A players.” On the web:

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<http://www.topgrading.com/>

Keeping The Best People
Topgrading (revised PHP
edition) How Leading

Companies Win by Hiring,
Coaching and Keeping the
Best People Penguin

Hidden Value

Building an Inspired Culture
and Driving Winning Results
Through Focus on the Four
PS

How to Achieve

Breakthrough Execution and
Accelerate Growth

World-class Methods to
Interview, Hire, and Coach
Top Sales Representatives
Become an Employer of
Choice to Attract and Keep

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the Best Talent
Keeping The Best People
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High-Integrity Political
Tactics for Career and
Company Success
Scaling Up

What do the world's most successful enterprise sales teams have in common? They rely on MEDDICC to make their sales process predictable and efficient. MEDDICC with one C was initially created by Dick Dunkel in 1996 when he was at PTC. Since then MEDDICC has evolved to be better known as MEDDICC or MEDDPICC and has proliferated across the world being the go-to

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choice for elite
Keeping The Best People
enterprise sales
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organizations. If you ever find yourself feeling any of the following symptoms with your deal, you could benefit from MEDDICC: Your buyer doesn't see the value of your solution? (aka they think you are expensive) You are unable to find, articulate and quantify Pain You don't have a Champion or at the very least a Coach helping you navigate and sell You find yourself unable to gain access to people with power and influence You don't know how the

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*customer makes decisions
You don't know who is
involved in the decision-
making process You find
yourself surprised by
things that come up in the
sales process The decision
criteria seem to move
throughout the process,
and you're constantly
playing catch up Your
Competition is landing
strikes against you that
you neither see coming nor
are able to defend You
lose track of where you
stand in your deals
Whether you are an
individual contributor or
a sales leader embracing*

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MEDDICC will help you to beat those symptoms and take back control of your deal. Historically, learning MEDDICC has relied upon hands-on training, but now you can learn MEDDICC from an expert who uses it every day. The Book deconstructs MEDDICC into easy to understand and implement steps. Breaking down every letter of the acronym into actionable insights complemented by commentary on how MEDDICC can help sales organizations to revolutionize their sales execution and efficiency.

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In the words of the
original creator of
MEDDIC, Dick Dunkel:

Whether you are an
individual contributor or
sales leader, my advice is
that you should start to
implement MEDDIC into what
you do straight away.

Embrace MEDDIC, and you
and your team will more
clearly understand the WHY
to your process, and you'll
begin to execute your
customer interactions with
more purpose and achieve
better results. And like so
many others before, you
will begin to reap the
rewards of having a well-

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qualified pipeline of opportunities with clearer paths to success. - Dick Dunkel, MEDDIC Creator.

In this stunning follow-up to his best-selling book, The Five Temptations of a CEO, Patrick Lencioni offers up another leadership fable that's every bit as compelling and illuminating as its predecessor. This time, Lencioni's focus is on a leader's crucial role in building a healthy organization--an often overlooked but essential element of business life that is the linchpin of

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sustained success. Readers are treated to a story of corporate intrigue as the frustrated head of one consulting firm faces a leadership challenge so great that it threatens to topple his company, his career, and everything he holds true about leadership itself. In the story's telling, Lencioni helps his readers understand the disarming simplicity and power of creating organizational health, and reveals four key disciplines that they can follow to achieve it. Workplace culture is now

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one of the most studied aspects of leadership. In order to create an engaging workplace, leaders need to find the balance between people, product, and process. Jim Lipuma, who has spent more than thirty years in sales and executive leadership, is here to help you find the answer. Lipuma identifies the four main levers of the workplace: People, Passion, Proposition, and Process. People focuses on identifying the visionaries on your team and involving them to

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create a powerful brand and an enviable culture. Along with leveraging your current talent, recruitment is the single most important responsibility of successful leaders. Lipuma shares his recruitment strategies and philosophies in detail. Passion is shifting marketing focus from "what" to "why" and aligning values, celebrating successes and creating a recognition-rich culture. Proposition focuses on your elevator pitch, USP, and the value

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proposition. Practicing consistent messaging is at the core of the proposition lever. Process is creating a consistent and repeatable system that will lead to predictable results. From recruitment to onboarding and from compensation to standards and expectations, Lipuma goes deep into the mechanics of creating a structure that will drive exemplary results and a world-class culture. Insightful summaries of fifteen outstanding management books Since 1978, Soundview Executive

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Book Summaries has offered
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Book Summaries has offered its subscribers condensed versions of the most relevant and influential business books published each year. The company has won acclaim as the definitive selection service for business book readers. Following its successful first collection, *The Marketing Gurus*, Soundview has now compiled *The Management Gurus*, which includes summaries of fifteen management classics. One of them is a previously unpublished summary: *Jack Welch and the 4 E's of*

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Leadership. Other featured
books include: ? *Winning
Keeping The Best People*
Bradford D. Smart
with People by John

Maxwell ? *Judgment* by Noel
Tichy and *Warren Bennis* ?
Managing Crises Before
They Happen by Ian I.

Mitroff These summaries
distill thousands of pages
about leadership,
strategy, crisis
management, organizational
behavior, and more?perfect
for busy executives and
students.

The a Player
Lessons from the Best
Management Books of All
Time

How to Recognize and

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Cultivate The Three
Essential Virtues
Bradford D Smart

*What You Must Do to
Increase the Value of Your
Growing Firm*

*How the Best Managers Use
Recognition to Engage
Their Employees, Retain
Talent, and Drive
Performance*

*Topgrading 101
Everyday People,
Extraordinary Leadership*

**Be the Driving Force Behind Your
Company's Growth** Robert H. Bloom
has discovered that every enterprise
has at least one strategic asset-one
existing strength-that can form the
foundation for future growth. He calls
this an Inside Advantage. This
strength usually lies unrecognized in

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an activity the business is currently performing or in a concept or an idea that the business already owns.

Finding this hidden potential and becoming well known for it will grow the business. This strategy reflects Bloom's 45 years of experience in growing businesses and brands of every size and type, including famous companies such as Southwest Airlines, T-Mobile, T.G.I. Friday's, Zales, Nestlé, and L'Oréal, as well as not-so-famous B2B firms, not-for-profit organizations, and start-ups. Now, through his Growth Discovery Process, he is making his strategy available to all people who know their craft but don't know how to craft a growth strategy. Bloom's process is a plain-language path of discovery with only four steps. Whether you are a business leader, a manager, or an

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entrepreneur, this Growth Discovery Process will enable you to gain a profound insight into the core values of your enterprise. It will guide you to a clear understanding of who your customers are and what your special offerings to those customers should be. Finally, the process will stimulate a host of ideas-what Bloom calls Imaginative Acts-for highlighting your Inside Advantage and making it well known to current and prospective customers. Doing what you're good at and doing it better than anyone else will create growth. The Inside Advantage will help you capture that magic moment when customers will select your product or service over those of your competitors.

"In this fully revised and updated edition of his best-selling management classic, Bradford D. Smart describes

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exactly how leading companies have embraced topgrading, and how you can, too. The author spells out his practical approach to the Topgrading Interview, the proven best practice for assessing talent. His intriguing case studies and shrewd advice are based on solid research - more than 6,000 in-depth interviews he has conducted over three decades."--BOOK JACKET.

The Perfect Board is a combination narrative and informative book that offers an in-depth review of the pertinent issues that await the modern member of a Board of Directors.

Calvin K. Clemons introduces us to Rebecca Mayfield, an up-and-coming Board member learning the ropes of her new job. Through Rebecca's story, Clemons shares the informative tips he has gleaned from extensive personal experience. From loyalty and

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care to leadership and Rules of Order, The Perfect Board lends insight and direction into this very important position. Perfect for Board members of all experience levels.

Journeys of the World is proud to present its collection of beautiful Travel Photography books, with its first publication: "Journeys of Cinque Terre". This book features a wide variety of photography from all 5 villages, which make up this world renowned and protected area in North Western Italy (Cinque Terre).

Regardless of how many countries you plan on visiting or have visited, it's very likely that you will encounter the vast majority of what is featured in our publication when visiting Cinque Terre. In Journeys of Cinque Terre, the photos were taken on the spot, with no prior arrangements and on the "go".

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Unlike many other publications, we don't stage or make prior arrangements for our photography.

Our product also contains over 90% of photography. This is truly what makes this an exciting item. Journeys of Cinque Terre, along with all other products to come out, has been set up to promote the beauty of its chosen location. This item wants to promote the visual history of Cinque Terre, for both Esthetic and Educational purposes. We guarantee that our publication will satisfy any of your curiosities, through the magic of our lenses. For more info, also check out www.journeysoftheworld.com

Achieving Excellence Through
Customer Service

A Leadership Fable

Jeff Bezos and the Invention of a
Global Empire

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Topgrading (revised PHP edition)
Nine Lies About Work
Survival of the Savvy

A Freethinking Leader's Guide to the
Real World

*Newly updated to include
information for the UK, The
Carrot Principle illustrates how
ordinary organizations have
made themselves extraordinary
through the use of strategic
employee recognition. The
authors show how great
organizations and great
managers succeed through living
the Carrot Principle. Featuring
case studies of effective
recognition in some of the
world's most successful
organizations, such as DHL, Avis,
Pepsi, etc and demonstrating
how recognition has led to*

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improved employee commitment and bottom line results in these companies, the book also shows how a Carrot Culture is not created by the CEO, senior leadership team or HR department, but manager by manager. The book provides examples of leaders - from around the globe - who lead through the Carrot Principle: providing plentiful how-to's for managers wishing to get started or hoping to enhance their recognition abilities. Overall, there has never been a book in the recognition or motivation space that has had this type of quantitative or case study support.

"Do you think your life will get better in the future? Geoff Smart

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Keeping The Best People*
Oxford D. Stuart
had some doubts. He saw what you see how broken government has become. He worried about his career, his family's future, and our everyday quality of life. Then one day, Geoff received an unexpected message that changed how he saw the problem. Geoff was asked to help. His journey took him behind the scenes to work with other private sector leaders who had made the leap into government. What he discovered will surprise you"--Dust jacket. When it comes to effective leadership, everyone has an opinion. But you don't need opinions: you need proven, real-world solutions, based on facts and evidence. That's what *The Truth About Being a Leader*

delivers: high-power leadership techniques you can use every day, whether you lead one person or 100,000. Dr. Karen Otazo has spent more than 20 years coaching executives in virtually every type of organization. She's worked personally with more than 2,000 individuals, from interns to CEOs. Now, drawing on hundreds of secret leadership feedback reports, she reveals what actually works—and doesn't work— when it comes to being a great leader. You'll find simple, easy-to-use techniques for smoothly assuming new leadership roles...honing your style...maximizing your impact...crafting a vision, shaping strategies, and getting buy-in... using power

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wisely...handling tough coaching
and feedback sessions...avoiding
leadership pitfalls...

strengthening key leadership
relationships...inspiring people,
building world-class teams, and
achieving outstanding results.
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