

Ask The Counterintuitive Online Method To Discover Exactly What Your Customers Want To Buy Create A Mass Of Raving Fans And Take Any Business To The Next Level

THE MIND-READING SYSTEM THAT IS REVOLUTIONIZING ONLINE BUSINESS Do you know how to find out what people "really" want to buy? (Not what you "think" they want, not what they "say" they want, but what they "really" want?)

The "secret" is "asking" the right questions and the right questions are "not" what you might expect. "" "Ask" is based on the compelling premise that you should NEVER have to guess what your prospects and customers are thinking. The "Ask Formula" revealed in this book has been used to help build multi-million dollar businesses in 23 different industries, generating over \$100 million dollars in sales in the process. You'll discover why the "Ask Formula" is arguably THE most powerful way to discover EXACTLY what people want to buy and how to give it to them and in a way that makes people fall in love with you and your company. In this tell-all book, expert online marketer Ryan Levesque (featured in CNBC, Yahoo Finance, "The Miami Herald," "The San Francisco Chronicle," "Mass Market Retailer," "Bloomberg Businessweek" and more) turns everything you know about customer surveys on its head. You'll discover how Ryan Levesque developed his proven system for creating survey-based, customized sales funnels. And you'll also learn how YOU can implement the same system in your own business no matter your market. The "Ask Formula" blueprint is laid out in clear and detailed steps for anyone to use and adapt. Whether you're an aspiring Internet entrepreneur, advanced online marketer, or established business owner, this book will both "inspire" you and "show" you how to skyrocket your online income while creating a mass of raving fans in the process simply by asking the "right" "questions" in a surprisingly different way. For people looking to scale up their business, "Ask" will utterly transform how you think about consumer behavior and selling online. For example, you'll learn: How to increase your income by 36% by asking potential customers this slightly unusual 4 word question. Why most businesses are doing surveys all wrong (and the one question you should NEVER be asking your prospects) And much, much more "

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Master the art of what to say in your funnels to convert your online visitors into lifelong customers in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. Your business is a calling. You've been called to serve a group of people with the products, services, and offers that you've created. People come into your funnels looking for a solution to their problems. By positioning yourself as an expert and learning how to tell your story in a way that gets people to move, you are able to guide people through your value ladder, giving them the results they are looking for. This is how you change the lives of your customers, and this is how you grow your company. Most people who put their products up for sale don't understand that their expertise is the key to actually selling the product. Your story, why you created this offer, and why you started your movement are what initially get people to convert and then continue to stay with you over time. Your message has the ability to change someone's life. The impact that the right message can have on someone at the right time in their life is immeasurable.

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Your message could help to save marriages, repair families, change someone's health, grow a company, or more . . . But only if you know how to get it into the hands of the people whose lives you have been called to change. Expert Secrets will help you find your voice and give you the confidence to become a leader . . . Expert Secrets will show you how to build a movement of people whose lives you can change . . . Expert Secrets will teach you how to make this calling a career.

“[Goulston’s]ideas are a bit counter-intuitive but they really do shift the dynamic and help people diffuse and disarm the irrational person leading to more positive outcomes.” -- Online MBA Because some people are beyond difficult... Let’s face it, we all know people who are irrational. No matter how hard you try to reason with them, it never works. So what’s the solution? How do you talk to someone who’s out of control? What can you do with a boss who bullies, a spouse who yells, or a friend who frequently bursts into tears? In his book, Just Listen, Mark Goulston shared his bestselling formula for getting through to the resistant people in your life. Now, in his breakthrough new book Talking to Crazy, he brings his communication magic to the most difficult group of all—the downright irrational. As a psychiatrist, Goulston has seen his share of crazy and he knows from experience that you can’t simply argue it away. The key to handling irrational people is to learn to lean into the crazy—to empathize with it. That radically changes the dynamic and transforms you from a threat into an ally. Talking to Crazy explains this counterintuitive Sanity Cycle and reveals: Why people act the way they do • How instinctive responses can exacerbate the situation—and what to do instead • When to confront a problem and when to walk away • How to use a range of proven techniques including Time Travel, the Fish-bowl, and the Belly Roll • And much more You can’t reason with unreasonable people—but you can reach them. This powerful and practical book shows you how.

Why does an entrepreneur struggling through 80 hours a week only make half as much as another working no more than 40? What actions determine whether you end up with a small business pulling in five figures a year or a billion-dollar behemoth blazing a path to market dominance? As an entrepreneur, you're told the secret to success is working hard and fighting your way to the top. But what if this advice came from all the wrong people and places? What if there was more to the success stories you read in magazines, watch on TV or hear on the radio? Uncovering the true secret to success is marketing expert Charles E. Gaudet II's obsession. Gaudet discovered nearly every great organization - whether Apple, Nordstrom, Zappos, FedEx or Disney - follows a stunningly similar formula. And surprisingly, this approach defies the principles followed by most entrepreneurs running businesses today. Gaudet finally reveals why some businesses find growth opportunities in any economic situation and others balance on the edge of failure. His research shows many small business owners seek out success strategies from other small business owners and, for this reason, most remain small. Fortunately, today's advances in technology and media level the playing field, allowing small businesses to compete using a "big-business playbook," even when they don't have a big-business marketing budget. Inside The Predictable Profits Playbook, you'll learn time-tested lessons from leading small business owners and discover how to: Succeed in a down economy Become the preferred provider sought by only the best customers Swipe market share from your competitors Increase margins while growing demand Multiply your prospect-to-sales ratio Boost customer loyalty and build a

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raving fan base Create predictable and rising profits from one month to the next Become known as a business of excellence The Predictable Profits methodology avoids gimmicks, schemes or stunts - and you won't need to outspend your competitors. Instead, you'll focus on optimizing your existing marketing dollars and delivering the greatest advantages to your customers. Some entrepreneurs want to experience growth and others just wish for it. This book is for the motivated entrepreneur committed to making growth happen."

Now in paperback from the author of Ask, a meticulous step-by-step plan for entrepreneurs and start-up businesses to choose the right market to serve. What type of business should you start? It's a question that for the past 10 years, Inc. 500 CEO and best-selling author Ryan Levesque--featured for his work in The Wall Street Journal, USA Today, Forbes, and Entrepreneur--has guided thousands of entrepreneurs through the journey of answering. One of the biggest reasons why so many new businesses fail is because in the quest to decide what business to start, most of the conventional wisdom is wrong. Instead of obsessing over what--as in what should you sell or what should you build--you should first be asking who. As in, who should you serve? The what is a logical question that will come soon enough. But choosing your who is the foundation from which all other things are built. That is what this book is all about. Levesque's meticulously tested, step-by-step process is designed to minimize your risk of failure and losing money upfront, giving you clarity on what type of business to build and the confidence to finally take that leap and get started.

"This counterintuitive and powerfully effective approach to creativity demonstrates how every corporation and organization can develop an innovative culture. The traditional attitude toward creativity in the American business world is to 'think outside the box'--to brainstorm without restraint in hopes of coming up with a breakthrough idea, often in moments of crisis. Sometimes it works, but it's a problem-specific solution that does nothing to engender creative thinking more generally. 'Inside the Box' demonstrates Systematic Inventive Thinking (SIT), which systemizes creativity as part of the corporate culture."--Provided by publisher.
New and classical results in computational complexity, including interactive proofs, PCP, derandomization, and quantum computation. Ideal for graduate students.

NEW YORK TIMES BESTSELLER • Learn the negotiation model used by Google to train employees worldwide, U.S. Special Ops to promote stability globally ("this stuff saves lives"), and families to forge better relationships. A 20% discount on an item already on sale. A four-year-old willingly brushes his/her teeth and goes to bed. A vacationing couple gets on a flight that has left the gate. \$5 million more for a small business; a billion dollars at a big one. Based on thirty years of research among forty thousand people in sixty countries, Wharton Business School Professor and Pulitzer Prize winner Stuart Diamond shows in this unique and revolutionary book how emotional intelligence, perceptions, cultural diversity and collaboration produce four times as much value as old-school, conflictive, power, leverage and logic. As negotiations underlie every human encounter, this immediately-usable advice works in virtually any situation: kids, jobs,

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travel, shopping, business, politics, relationships, cultures, partners, competitors. The tools are invisible until you first see them. Then they're always there to solve your problems and meet your goals.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover the Ask method, a process that allows us to respond as closely as possible to customer needs "via" a series of surveys. You will also discover : the art and the way to use surveys to get concrete information and make sales; the importance of asking potential customers about their current habits and problems, not their desires; the crucial aspect of personalizing messages and offers; the process to be put in place to build a real relationship between prospect and company and to transform a maximum number of visits into purchases. In today's swarm of advertising messages that fills up the everyday life, it can be very difficult to attract the attention of customers. The secret: differentiate yourself by the relevance of your offer, thanks to a precise diagnosis of their needs. To do this, entrepreneur Ryan Levesque has developed an in-depth process, based on a series of surveys: the Ask method. It allows him to transform the elements of Web traffic into loyal customers. *Buy now the summary of this book for the modest price of a cup of coffee!

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the definitive manual for anyone interested in gaining, observing, or defending against ultimate control – from the author of *The Laws of Human Nature*. In the book that *People* magazine proclaimed “beguiling” and “fascinating,” Robert Greene and Joost Elffers have distilled three thousand years of the history of power into 48 essential laws by drawing from the philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence (“Law 1: Never Outshine the Master”), others teach the value of confidence (“Law 28: Enter Action with Boldness”), and many recommend absolute self-preservation (“Law 15: Crush Your Enemy Totally”). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, *The 48 Laws of Power* is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

This updated and revised first-course textbook in applied probability provides a contemporary and lively post-calculus introduction to the subject of probability. The exposition reflects a desirable balance between fundamental theory and many applications involving a broad range of real problem scenarios. It is intended to appeal to a wide audience, including mathematics and statistics majors, prospective engineers and scientists, and those business and social science majors interested in the quantitative aspects of their disciplines. The textbook contains enough material for a year-long course, though many instructors will use it for a single term (one semester or one quarter). As such, three course syllabi

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with expanded course outlines are now available for download on the book's page on the Springer website. A one-term course would cover material in the core chapters (1-4), supplemented by selections from one or more of the remaining chapters on statistical inference (Ch. 5), Markov chains (Ch. 6), stochastic processes (Ch. 7), and signal processing (Ch. 8—available exclusively online and specifically designed for electrical and computer engineers, making the book suitable for a one-term class on random signals and noise). For a year-long course, core chapters (1-4) are accessible to those who have taken a year of univariate differential and integral calculus; matrix algebra, multivariate calculus, and engineering mathematics are needed for the latter, more advanced chapters. At the heart of the textbook's pedagogy are 1,100 applied exercises, ranging from straightforward to reasonably challenging, roughly 700 exercises in the first four "core" chapters alone—a self-contained textbook of problems introducing basic theoretical knowledge necessary for solving problems and illustrating how to solve the problems at hand – in R and MATLAB, including code so that students can create simulations. New to this edition

- Updated and re-worked Recommended Coverage for instructors, detailing which courses should use the textbook and how to utilize different sections for various objectives and time constraints
- Extended and revised instructions and solutions to problem sets
- Overhaul of Section 7.7 on continuous-time Markov chains
- Supplementary materials include three sample syllabi and updated solutions manuals for both instructors and students

Do you wonder why some ideas go viral and others sink? Why one political candidate soars while another fails to gain traction? Why one product becomes an instant rage, while its competitor struggles to stay above water? What is the secret to momentum? Many people believe that momentum is driven by emotion and is unpredictable, but as Mike Berland, the internationally recognized pollster and strategic advisor, has discovered, it's actually a science, with easily analyzed metrics. In *Maximum Momentum: How to Get It, How to Keep It*, Berland reveals the key to momentum, beginning with the simple physics formula— mass x velocity. He then develops a Momentum Matrix—five signals that decode the science into effective measures. *Maximum Momentum* is a lively examination of hot trends in the current arena—from politics to society to business to sports. Using colorful graphics to underscore the stories, Berland examines the people, issues, movements and products that most captivate Americans.

When it comes to the way business is carried out online, the earth beneath our feet is shifting right now--and shifting quickly. The one-size-fits-all approach is fast becoming obsolete. More and more businesses are learning that the more they tailor-make the messages they put on their sites, as well as how they interact with every single user, the more satisfied customers get--and the more they earn.

A revised and updated edition of the best-selling go-to guide for small-business owners and entrepreneurs seeking to

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discover exactly what consumers want to buy and how to get it to them. As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking? In this revised and updated edition of his best-selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not require one-on-one conversations with every single customer. The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.

How To Get Connected with More than 300 Million Customers This popular title delivers an in-depth guide to targeting, reaching, and gaining ideal customers using the latest updates on LinkedIn. LinkedIn expert Ted Prodromou offers a wealth of no- or low-cost methods for maximizing this dynamic resource. Following his lead, readers learn to link with the most effective connections for greater exposure. Updates in this edition include: Staying up-to-date with LinkedIn Contacts, Pulse, and Publisher programs Expansion of premium accounts to help optimize business profiles, stand out in search results, and track impact How to implement new features like Showcase and Company Updates pages for extended presence in newsfeeds and with followers Smarter LinkedIn Search that saves time and money with customized, comprehensive results Other important topics covered include: Techniques and tips to easily navigate LinkedIn's interface Time saving tips on finding and matching data from businesses and people Expert guidance on super-charging a business or individual profile Insider advice on getting found through LinkedIn and maximizing search Professional instruction on promoting a LinkedIn profile The latest information is illustrated with current snapshots, fresh examples, and case studies, along with new techniques to easily maneuver LinkedIn's interface.

Master the science of funnel building to grow your company online with sales funnels in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. DotCom Secrets is not just another "how-to" book on internet marketing. This book is not about getting more traffic to your website--yet the secrets you'll learn will help you to get exponentially more traffic than ever before. This book is not about increasing your conversions--yet these secrets will increase your conversions more than any headline tweak or split test you could ever hope to make. Low traffic or low conversion rates are symptoms of a much greater problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). What most businesses really have is a "funnel" problem. Your funnel is the online process that you take your potential customers through to turn them into actual customers. Everyone has a funnel (even if they don't realize it), and yours is either bringing more customers to you, or repelling them. In this updated edition, Russell Brunson, CEO and co-

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founder of the multimillion-dollar software company ClickFunnels, reveals his greatest secrets to generating leads and selling products and services after running tens of thousands of his own split tests. Stop repelling potential customers. Implement these processes, funnels, frameworks, and scripts now so you can fix your funnel, turn it into the most profitable member of your team, and grow your company online. A forefront government analyst and secret intelligence commentator draws on his personal expertise in the area of high-stakes decision-making to outline a groundbreaking approach to effective problem-solving.

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Your message has the ability to change someone's life. The impact that the right message can have on someone at the right time in their life is immeasurable. It could help to save marriages, repair families, change someone's health, grow a company or more... But only if you know how to get it into the hands of the people whose lives you have been called to change. Expert Secrets will put your message into the hands of people who need it.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

A fascinating deep dive on innovation from the New York Times bestselling author of How We Got To Now and Unexpected Life The printing press, the pencil, the flush toilet, the battery--these are all great ideas. But where do they come from? What kind of environment breeds them? What sparks the flash of brilliance? How do we generate the breakthrough technologies that push forward our lives, our society, our culture? Steven Johnson's answers are revelatory as he identifies the seven key patterns behind genuine innovation, and traces them across time and disciplines. From Darwin and Freud to the halls of Google and Apple, Johnson investigates the innovation hubs throughout modern time and pulls out the approaches and commonalities that seem to appear at moments of originality.

The go-to guide for small-business owners and entrepreneurs to discover exactly what consumers want to buy and how to get it to them. As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking? In this best-selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not require one-on-one conversations with every single customer. The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.

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Class-tested and coherent, this textbook teaches classical and web information retrieval, including web search and the related areas of text classification and text clustering from basic concepts. It gives an up-to-date treatment of all aspects of the design and implementation of systems for gathering, indexing, and searching documents; methods for evaluating systems; and an introduction to the use of machine learning methods on text collections. All the important ideas are explained using examples and figures, making it perfect for introductory courses in information retrieval for advanced undergraduates and graduate students in computer science. Based on feedback from extensive classroom experience, the book has been carefully structured in order to make teaching more natural and effective. Slides and additional exercises (with solutions for lecturers) are also available through the book's supporting website to help course instructors prepare their lectures.

The author shares a series of tests along with insights from entrepreneurs on how to investigate the viability of a new business idea before trying to launch the business.

Do you ever ask yourself why am I in this job? Why do I keep doing what's comfortable day in and day out knowing I don't love it? Do you spend countless hours at work, thinking about all of the things you'd rather be doing? Have you had that nagging thought, "I am meant to do something else, something big?" but didn't know where to start or what to do next? Do you feel stuck in your current position or job? Do you feel burned out or uninspired even when others tell you how great you are at your job? Have you thought of going back to school, so you can have a job that you actually love? Reading this book will help you discover your passion, gain clarity about your gift to the world and guide you on your quest to pursue something great. In this book you discover how to find your passion, identify your gift and what you can do to connect with leading experts in any field, even if you have no industry connections. You will read about other people's stories of how they changed their lives and how yours will change too. The Art of Apprenticeship is a book about discovering your passion, connecting to masterful leaders and hacking your education so that you can leave your boring job and find the path to doing what you love. Not only will you be inspired to take that first step, you will be guided through the process of finding your ideal lifestyle, connect to what makes you unique and develop the habits you need to be successful.

From nationally-lauded San Francisco chocolate maker, Dandelion Chocolate, comes the first ever complete guide to making chocolate from scratch. From the simplest techniques and technology—like hair dryers to rolling pins—to the science and mechanics of making chocolate from bean to bar, Making Chocolate holds everything the founders and makers behind San Francisco's beloved chocolate factory have learned since the day they first cracked open a cocoa bean. Best known for their single origin chocolate made with only two ingredients—cocoa beans and cane sugar—Dandelion Chocolate shares all their tips and tricks to working with cocoa beans from different regions around the world. There are kitchen hacks for making chocolate at home, a deep look into the nuts, bolts, and ethics of sourcing beans and building relationships with producers along the supply chain, and for ambitious makers, tips for scaling up. Complete with 30 recipes from the chocolate factory's much-loved pastry kitchen, Making Chocolate is a resource for hobbyists and more ambitious makers alike, as well as anyone looking for maybe the very best chocolate chip cookie recipe in the world.

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Communication is essential in a healthy organization. But all too often when we interact with people—especially those who report to us—we simply tell them what we think they need to know. This shuts them down. To generate bold new ideas, to avoid disastrous mistakes, to develop agility and flexibility, we need to practice Humble Inquiry. Ed Schein defines Humble Inquiry as “the fine art of drawing someone out, of asking questions to which you do not know the answer, of building a relationship based on curiosity and interest in the other person.” In this seminal work, Schein contrasts Humble Inquiry with other kinds of inquiry, shows the benefits Humble Inquiry provides in many different settings, and offers advice on overcoming the cultural, organizational, and psychological barriers that keep us from practicing it.

Legendary leadership and elite performance expert Robin Sharma introduced The 5am Club concept over twenty years ago, based on a revolutionary morning routine that has helped his clients maximize their productivity, activate their best health and bulletproof their serenity in this age of overwhelming complexity. Now, in this life-changing book, handcrafted by the author over a rigorous four-year period, you will discover the early-rising habit that has helped so many accomplish epic results while upgrading their happiness, helpfulness and feelings of aliveness. Through an enchanting—and often amusing—story about two struggling strangers who meet an eccentric tycoon who becomes their secret mentor, The 5am Club will walk you through: How great geniuses, business titans and the world’s wisest people start their mornings to produce astonishing achievements A little-known formula you can use instantly to wake up early feeling inspired, focused and flooded with a fiery drive to get the most out of each day A step-by-step method to protect the quietest hours of daybreak so you have time for exercise, self-renewal and personal growth A neuroscience-based practice proven to help make it easy to rise while most people are sleeping, giving you precious time for yourself to think, express your creativity and begin the day peacefully instead of being rushed “Insider-only” tactics to defend your gifts, talents and dreams against digital distraction and trivial diversions so you enjoy fortune, influence and a magnificent impact on the world Part manifesto for mastery, part playbook for genius-grade productivity and part companion for a life lived beautifully, The 5am Club is a work that will transform your life. Forever.

From the creator of Product Launch Formula: A new edition of the #1 New York Times best-selling guide that’s redefined online marketing and helped countless entrepreneurs make millions. The revised and updated edition of the #1 New York Times bestseller Launch will build your business - fast. Whether you’ve already got an online business or you’re itching to start one, this is a recipe for getting more traction and a fast start. Think about it: What if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? And you could do it no matter how humble your business or budget? Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. And once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that brought in tens of thousands, hundreds of thousands, and even millions of dollars. Whether you have an existing business or you’re starting from scratch, this is how you start fast. This

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formula is how you engineer massive success. Now the question is this: Do you want to start slow, and fade away from there? Or are you ready for a launch that will change the future of your business and your life?

Identifying "action" as the most important virtue in measuring success, the author offers a humorous collection of anecdotes that are designed to encourage readers to take action in the moment and approach life with a "carpe diem" attitude.

Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt's ideas. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt. Written in a fast-paced thriller style, The Goal is the gripping novel which is transforming management thinking throughout the Western world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors!

The #1 New York Times bestseller. Over 3 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

#1 New York Times Bestseller Over 1 million copies sold In this generation-defining self-help guide, a superstar blogger cuts through the crap to show us how to stop trying to be "positive" all the time so that we can truly become better, happier people. For decades, we've been told

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that positive thinking is the key to a happy, rich life. "F**k positivity," Mark Manson says. "Let's be honest, shit is f**ked and we have to live with it." In his wildly popular Internet blog, Manson doesn't sugarcoat or equivocate. He tells it like it is—a dose of raw, refreshing, honest truth that is sorely lacking today. The Subtle Art of Not Giving a F**k is his antidote to the coddling, let's-all-feel-good mindset that has infected American society and spoiled a generation, rewarding them with gold medals just for showing up. Manson makes the argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and limited—"not everybody can be extraordinary, there are winners and losers in society, and some of it is not fair or your fault." Manson advises us to get to know our limitations and accept them. Once we embrace our fears, faults, and uncertainties, once we stop running and avoiding and start confronting painful truths, we can begin to find the courage, perseverance, honesty, responsibility, curiosity, and forgiveness we seek. There are only so many things we can give a f**k about so we need to figure out which ones really matter, Manson makes clear. While money is nice, caring about what you do with your life is better, because true wealth is about experience. A much-needed grab-you-by-the-shoulders-and-look-you-in-the-eye moment of real-talk, filled with entertaining stories and profane, ruthless humor, The Subtle Art of Not Giving a F**k is a refreshing slap for a generation to help them lead contented, grounded lives.

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

A consultant to some of America's leading corporations shares key insights and ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing. An edition expanded with more than 100 pages of new content offers a blueprint for a better life, whether one's dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management or just living more and working less.

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