

Positioning Your Company to WIN Government Contracts: Tips And Secrets On The U S Government Contracting Process

A brand new collection of management and leadership skills for improving business performance 4 authoritative books deliver world-class skills for leading change and improving performance throughout your team and organization! You're facing greater challenges than ever before - both outside your organization, and inside it. To win, you need today's best skills for improving performance and driving change. Now, this 4-book collection presents hundreds of those skills simply, clearly, and quickly, to support action. In **The Truth About Managing People**, Third Edition bestselling author Stephen Robbins shares 61 proven principles and solutions for make-or-break, day-to-day management problems. Overcome the true obstacles to teamwork... avoid both over- and under-communication... improve hiring and employee evaluations... manage a culturally/generationally diverse or virtual workforce... combine stronger ethics and greater effectiveness... and much more. Next, in **The Truth About Getting the Best From People**, Second Edition, Martha Finney shares 60+ proven principles for gaining unprecedented employee engagement. This new edition features 15 new truths for managing virtual teams, overcoming your unconscious biases, managing multiple generations, identifying/cultivating individual high performers, and more. Next, persuade others in any environment with **The Truth About Confident Presenting**, by James O'Rourke. O'Rourke reveals 15 proven, concise, easy-to-use presenting techniques that work: all you need to know to prepare effectively (not obsessively), manage anxiety, connect with any audience, and succeed. Discover what makes people listen, and what instantly turns them off... how to muster evidence that'll convince your specific audience... how to listen, establish a great first impression, and make nonverbal cues work for you... use PowerPoint and microphones well... handle hostile questions confidently; and much more. Finally, turn to William S. Kane's **The Truth About Thriving in Change** for 49 proven ways to do what everyone wants, and few can deliver: lead successful change. Plan, drive, and sustain positive change that matters... transform organizations without destroying morale... objectively assess whether yours is really the best way... develop the change management skills you need most... know when to persuade, educate, or "use force"... create the right cultural framework you need to keep moving forward. These four eBooks aren't "just someone's opinion": they offer definitive, evidence-based principles for improving performance throughout your entire leadership career! From world-renowned workplace effectiveness experts Stephen P. Robbins, Martha I. Finney, James O'Rourke, and William S. Kane

"Take Control of your Destiny with a Proactive Business Development Methodology that Guarantees Revenue Results" Proactive Business Development Professional generally have no concerns in a changing environment. In a challenging economy 80% of the business that was available under good circumstances still exists. Those who know professional business development continue to feast, while their reactive competition is waiting to reactively bid. Mastering the Art of Business Development is the original training book written by William B. Scheessele, the process and principles discussed are as relevant today as they were when this book was written. This book explains the MBDI proprietary and trademarked process and the twelve core competencies of business development professionals. Including the four cornerstones of business development and how to utilize them to achieve win/win situations for the individual, the company and the client.

Describes a marketing system designed to create successful proposals by emphasizing a company's strengths, neutralizing its weaknesses, and appealing to the needs and emotions of the customer

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

Hearings, Reports and Prints of the Senate Select Committee on Small Business

The Art of Development and Delivery

Unlocking Your Potential in Business, Sports, and Life

Winning Conversations: Mastering the Art of Business Development

Winning the Influence Game

Small-business Guide to Winning at Web Marketing

If you're launching a new company or becoming a self-employed entrepreneur, then this book is for you. Small-business Guide to Winning at Web Marketing will help you to understand the electronic and traditional marketing landscapes and show how you can use them to benefit and grow your business. Today's marketing is a lot like playing pinball. It's not a straight shot - you have to bounce around a lot to really rack up the points and since some pins are worth more than others, you need a certain amount of skill and luck to be able to ping them more than once. In this book, you'll learn the game basics, some strategy, and a few tricks, but mastering pinball -- web marketing -- will depend entirely on how long you can keep the ball in play. I've spent 30 years as an entrepreneur - where you do it yourself because you don't have the budget for otherwise. There are thousands of search-engine optimization services that you can enlist, but you should understand the options available. There is so much where you can contribute and this will reduce the financial impact on your company that expensive contractors can have. This book starts with your web site and rolls right on through social media, social bookmarking, blogging, press releases, news announcements, printed material, QR codes, and much more. Don't flounder - you don't have time. Get this book and win at web marketing.

Learn how government procurement works behind the scenes. Develop winning proposals and significantly increase your chances of doing business with the Federal Government. Told through the eyes of a former Procurement Officer.

The Winning Manager's Playbook demonstrates six commonsense practices that will create a systematic framework useful to managers, entrepreneurs, and executives alike, providing them with Numerous real-company anecdotes that bring the concepts to life. The building blocks, neither faddish nor outdated, of a successful business. A means of creating a company culture of achievement and accountability. Detailed guidance on how to execute the key concepts, with a focus on goals.

Play the game to win "More and more CEOs are discovering that managing one's business environment is as important as managing operations, finance, and sales. Winning the Influence Game explains how a strategic government relations program can make a major impact on that environment at the federal, state, and local levels."-Douglas G. Pinkham, President, Public Affairs Council "A useful, detailed handbook that should find itself on the desktop-or at the bedside-of every business leader. These are the skills that every business leader needs

to succeed in the increasingly complex and rapidly changing globalized economy in which they operate-and to gain competitive advantage for their company's future."-Ira Jackson, Director, Center for Business and Government, John F. Kennedy School of Government "Winning the

Influence Game provides an excellent overview for the corporate leader of how government can impact the bottom line-both positively and negatively. The clear, concise, and practical manner in which the book is organized and information provided makes it an extremely useful

resource to those charged with the responsibility of creating an effective government relations program."-Margery Kraus, President and CEO, APCO Worldwide

Winning Points with the Woman in Your Life One Touchdown at a Time

6 Practices Every Manager Needs to Succeed

Plus, Strategy for Sales Managers

How Strategy Really Works

A practical guide for leaders of small to mid-sized firms

Preparing for a Winning Interview

Powerful Proposals

Plan To Win: LEADER'S GUIDE TO CREATING BREAKTHROUGH BUSINESS STRATEGY. Someone very wise once said, "the world is not short on strategy, it's short on execution." And the evidence bears this out, as most business plans, whether for a start-up or a mature business, end up stacked on office bookshelves or buried in file drawers. Using his vast experience of guiding companies of all sizes throughout the world, Peter von Braun knows that the key to developing a truly winning business strategy is to follow a disciplined and scientific process that quickly cuts to the important issues and includes the managers who are critical to executing the plan. Planning and execution are interdependent, which is why planners and implementers need to work together from the beginning of plan development. Plan To Win outlines a clear, step-by-step process using the four market-tested principles of successful strategies and helps the reader avoid the most common mistakes of strategic business planning. As a serious student of military strategy, von Braun draws upon the great Prussian strategic thinker, Karl von Clausewitz, to provide the first three principles: 1) concentrate on the most important goal, 2) commit sufficient resources up front to ENSURE success; and 3) continue to focus on the goal until success is achieved. To these three, the author, Peter von Braun adds the fourth imperative, bring your key people together in the process of creating a business plan that will be understood, committed to and most importantly acted upon. That's not to say the strategy should be a big "group-think" exercise. The key is to follow a disciplined and scientific process that can cut through the unimportant information and focus on the meat of the opportunity. The author guides the reader through the step-by-step process of identifying the core issues and developing THE winning strategy using the first round strategic framework created during a real world case study. Creating a strategic plan is hard work, but by following the principles put forth in this book effectively and thoroughly, success is far more likely. This is a

textbook for business owners and managers, strategic planners, young executives interested in finding tools to further their careers, students and those interested in strategy.

The author of Expect to Win offers essential career strategies for today's economic climate Appointed by President Barack Obama to chair the National Women's Business Council in 2013, Carla Harris knows that the working world isn't what it used to be. Addressing these changes, Harris' s new book gives today's readers the tools they need to get started, get "unstuck" from bad situations, redirect momentum, and position themselves to manage their career no matter what the economic environment or job market might be. Readers know Harris, and they trust her straightforward advice. With battle-tested, step-by-step strategies for every career stage, *Strategize to Win* will take its place beside *Expect to Win* as a category classic.

In the *Journey of Perseverance* Priya Mishra recounts how she tore through all odds to become the leader that she is today. With powerful learning's and messages across every page, the author has infused several personal examples of perseverance that can be used in our daily lives. She strongly paints a picture of culture and how a culturally conditioned individual can achieve the unthinkable with the right kind of support from other members.

During the last two decades of the twentieth century, China built a manufacturing juggernaut that propelled the offshoring phenomenon and led to the loss of millions of US manufacturing jobs. Michael McKeldon Woody, formerly an executive at a domestic pen manufacturer, learned the hard way that these competitors were relentless, and eventually acquiesced to the inevitability of offshoring. But in 2006 he stumbled upon a US textile business, Trans-Tex LLC, which gave him the opportunity to pursue a rematch with his old nemesis, China. This time, the outcome was different.

A Step-by-Step Guide for Successful Selling

Journey of Perseverance

Actionable Guide to Creating Inside Sales Teams that Deliver Quantum Results

What Every Business Leader Should Know about Government

10 Insider Secrets to a Winning Job Search

Winning in Turbulence

Complete MBA For Dummies

Having your own business isn't the same as having customers, and one is useless without the other. Whether your business is a resale store or a high-tech consulting firm, a law office or a home cleaning service, in today's competitive environment, strategic marketing is essential. **Small Business Marketing For Dummies**, Second Edition is updated from the original version that won rave reviews and inspired thousands of small businesses on their way to becoming big businesses. Updates include more information on online marketing, a whole new section on getting and keeping customers, new cost-effective, fast-acting ideas for instant impact, and more. The book covers: Marketing basics that prepare you to rev up your business and jumpstart your marketing program Information to help you define your business position and brand advice on bringing in professionals A quick-reference guide to mass media and a glossary of advertising jargon How-tos for creating print and broadcast ads that work Ideas for getting the word out without advertising, including information on direct mail, brochures, publicity, promotions, and more

10 steps to follow to build your own easy-to-assemble marketing plan With pages of ideas for low-cost, high-impact marketing from author Barbara Findlay Schenck, a marketing consultant with more than 20 years experience with clients ranging from small businesses to Fortune 500 companies. **Small Business Marketing For Dummies**, Second Edition helps you reach and keep new customers. Whether you're running a home office, a small firm, a family business, a nonprofit organization, or a retail operation, you'll discover how to: Custom design your own marketing program Create effective marketing messages Produce marketing communications that work No matter what field you're in, **Small Business Marketing For Dummies**, 2nd Edition will help you make your dreams come true. If you buy it, read it, and implement some of the marketing strategies discussed, customers will come.

How do leading companies win by changing the game? Established businesses like Amazon, Starbucks, and Tesla and emerging players like Peloton, Halo Top, and Seedling have a secret system for winning. These and other "transcender" companies do not play the traditional brand game that every other company plays; they create their own game and force competitors to play by their rules. **Brands Don't Win** reveals the proven, practical three-step Transcender System that leading companies use to transcend their rivals and own their markets. Learn step by step how to use and apply the Transcender System, considered by top executives to be the world's most powerful winning system for companies and their products.

8 Steps to a Winning Workers Comp Program is a simple grass roots risk management method used to help small to medium sized employers control their losses, contain claims costs and save on insurance premiums. It centers around consistent communication and promoting the employers involvement in all aspects of their risk management and claims activities

From the marketing strategist who helped Steve Jobs launch the original Apple Macintosh comes a groundbreaking guide to positioning any company for industry dominance Andy Cunningham has been at the forefront of tech and innovation since day one, and she's been helping companies create new product categories ever since. Now she reveals the winning framework she uses to transform markets and industries. Get to Aha! shows how to establish the kind of foundation world-class brands are built on. Too many business leaders fail to ask the most basic questions about their company—Who are we? And why do we matter?—before they help right into branding. Big mistake. A company must first know itself (establish its position) before it can express its identity (execute its branding). There are three types of companies in the world, each with its own DNA: Mothers are customer-oriented, Mechanics are product-oriented, and Missionaries are concept-oriented—and it's absolutely critical for business leaders to know which type their company is to create an authentic and ultimately "sticky" position in the market. A

company's DNA is the key to achieving this and with it, a competitive advantage. Why? Because if a Mechanic creates a marketing campaign based on its belief that it is a Missionary, the underlying positioning will not ring true and the company won't gain a foothold in the market. But if a company positions itself in alignment with its DNA, it will resonate authentically and establish its role and relevance even in the face of a major competitor. Get to Aha! presents a clear step-by-step framework that will help you determine your company's precise position in the marketing landscape, using Andy's DNA-based methodology. It takes you through the process of performing "genetic testing" on your company, examining the market through the six Cs of positioning, and developing your positioning statement—a rational, factual statement about your company's role and relevance. Then and only then can you create a branding and marketing strategy that will build market momentum and crush the competition. Trust Andy. Steve Jobs did.

Playing to Win

How to Give Your Business the Winning Edge

What It Takes to Compete and Win in the World's Largest Market

Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition

Have a Slice of the 1 Trillion Dollar Pie

Sun Tzu's The Art of War

Scale With Speed

In this book, America's leading authority on Sun Tzu applies his strategic principles directly to the challenges of managing a sales team.

Inside sales is the fastest growing sales channel due to its cost effective nature. An inside sales rep can handle far more contacts on a daily basis than their field sales counterpart. If you are a "C" level executive with responsibility for delivering revenue, you cannot afford to overlook the rules contained in this fast-paced, powerful, book. '42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams that Deliver Quantum Results' will help you and your team understand:

- The key elements required to build a high-velocity inside sales team that will accelerate your revenue.
- The different types of inside sales teams you can leverage, how and where to staff them, and the types of tools that are required for them to operate effectively.
- The importance of a common sales language, consistent processes and clearly defined weekly metrics.

With the popularity of inside sales skyrocketing, so is the demand for inside sales talent. Lori Harmon and Debbi Funk prepare you with the info you need to make smart choices when building a high-velocity inside sales team; This includes recognizing the specialized skills required to manage and lead an inside sales team, understanding the skills required of an ideal inside sales rep, and quantifying the cost of a bad hire. Pick up this book and see for yourself the value that these rules will help you bring to your organization.

"The book is a must-read for anyone in sales, marketing, or business development, especially in the field of sales, recruitment and training; and thus has a wide exposure to corporate sector. He is a witness to the frustration, interview nervousness, work-stress, missing deadlines, falling short in performance and productivity, and the worst, job terminations. While working with them, the author got an opportunity to understand the need of quality employees. Being aware that India has vast untrained work-force, he felt the need to bring out this book, 'Preparing for a Winning Interview' to show the path to success in life and to climb the ladder of achievements in corporate world by keeping pace with contemporary job-skills. He provides for the seekers and employees the know how's of success in chosen career by acquiring latest job-skills and techniques beforehand.

This book seeks to understand how a one-man consultancy practice can grow to become what is arguably the largest such enterprise in one of the world's largest countries. It follows the incredible story of the start-up MarkPlus and its journey to become what it is today. Through this journey, one will discover the importance of developing innovative and original marketing frameworks and practices, along with the purpose and passion of a start-up's founder. This insightful book covers many well-established marketing concepts and practices and sheds light on the path that many entrepreneurs must take in establishing their own businesses.

Strategize to Win

MarkPlus Inc: Winning The Future - Marketing And Entrepreneurship In Harmony

Tips and Secrets on the U.S. Government Contracting Process

How Transcenders Change the Game

Winning with Customers

The #1 Formula for Massive Success in Today's Marketplace

Business Success in China

Want to get an MBA? The Complete MBA For Dummies, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. This fun, easy-to-access guide is full of useful information, tips, and checklists that will help you lead, manage, or participate in any business at a high level of competence. You'll find out how to use databases to your advantage, recognize and reward your employees, analyze financial statements, and understand the challenges of strategic planning in a global business environment. You'll also learn the basic principles of accounting, get a grip on the concepts behind stocks and bonds, and find out how technology has revolutionized everything from manufacturing to marketing. Discover how to: Know and respond to your customers' needs Handle budgets and forecasts Recruit and retain top people Establish and run employee teams Use Sarbanes-Oxley to your company's advantage Negotiate with the best of them Build long-term relationships with clients Avoid common managerial mistakes Improve cash flow Market your products and services Make the most of your advertising dollar Once you know what an MBA knows, the sky's the limit. Read **The Complete MBA For Dummies**, 2nd Edition, and watch your career take off!

Ready for Better Business RESULTS? In this practical guide for small to mid-sized companies, Stephen Lynch takes you through the proven strategic planning and business execution processes you need to drive better business RESULTS. This is not just theory. Stephen works in the trenches. As Chief Operating Officer of RESULTS.com - the Business Execution Experts - he knows what it's like to run and grow a business. Business Execution for RESULTS sets out a framework that utilizes best-of-breed concepts and tools. It's a process that thousands of RESULTS.com clients all around the world use to get RESULTS. RESULTS.com's business model gives it a unique and privileged insight into what really works and what doesn't when creating and executing a winning strategy. To save you from spending several lifetimes trying to figure it out on your own, this book will show you -Why it all starts with a big goal- The importance of strategy (and why Jim Collins was wrong)- How to analyze your industry the right way- How to choose your game and play that game to win- Why most companies get their SWOT analyses wrong- How to make your performance visible- How to really hold your people accountable In Business Execution for RESULTS, Stephen replicates the methodology he personally uses when he works with leadership teams of small and mid-sized firms globally. It incorporates the best of dozens of effective business practices modified to work together in a process that will help you get RESULTS.

Positioning Your Company to Win Government Contracts/Tips and Secrets on the U.S. Government Contracting Process

How does a company constantly win more business than its rivals? A key factor is the ability to create proposals that outshine those from even the strongest competitors. Powerful Proposals helps businesses maximize the selling power of their proposals, with proven strategies for going beyond "this is what we do" documents in favor of customer-centered offers that highlight the tangible benefits your company offers. This powerful process offers tools and techniques that will let any firm: * assess their "winner or loser" proposal status and take proactive steps to become a winner * address the ""Big Four"" questions that a proposal must answer to be successful * create "A+" proposals in less time with less wasted effort via a simple, repeatable process * neutralize the issue of price when the firm is not the low-price provider Powerful Proposals takes readers step by step through designing executive summaries, writing themes, and generating the text. There is also valuable information on strategy, graphics, callouts, and other visual elements.

Positioning to Win

Brands Don't Win

The New Way to Start Out, Step Up, or Start Over in Your Career

Winning the Big Ones: How Teams Capture Large Contracts

The Truth About Winning at Work (Collection)

Jobs Tax Credit

Business Execution for RESULTS

Winning E-Learning Proposals illustrates how to make significant profits in the competitive e-learning industry by revealing proven methods for preparing winning proposals. It provides step-by-step instructions for an effective capture strategy, designing a persuasive written proposal and creating a winning sales presentation.

Do Your Customers Make More Money Doing Business With You? Knowing the answer can help you build measurable and valuable customer relationships, outperform the competition, and unlock profitable growth. Companies are blind to opportunities for profitable customer relationships without a deep understanding of how they create customer value relative to competitors. With a rigorous and measurable understanding of how customers make more money today and in the future with you, combined with supporting plans and tools to align the entire organization for success, a company can win and win big. Winning with Customers offers a step-by-step playbook to help companies develop this capability for themselves, act on it, build a culture around it and sustain it over time. The playbook includes case studies, interviews, and tools from leading B2B companies who have demonstrated success. Written by recognized business thought leaders and practitioners, it's the key to profitable growth. The book also serves as a launch point into a community of like-minded executives that includes a companion website which offers exercises, access to thought leaders, and other tools help you win with customers.

Learn the crucial ins and outs of the world's largest market The U.S. government market represents the largest single market anywhere. Government contract tracking firm Onvia estimates that government business-federal, state, local, and education-represents better than 40 percent of the nation's GDP. While anyone can play in this market, only those with the right preparation can win. Selling to the Government offers real-world advice for successful entry into the biggest market anywhere. Get proven approaches, strategies, tactics, and tools to make your business stand out, build relationships, understand procedures, and win high-stakes contracts. • Every year thousands of companies enter the massive U.S. Government (BtoG) marketplace, and by the end of the first year, most are gone and less than 10 percent make it to year two • Author has advised hundreds of companies, including Apple, Dell, CDW, Northrop Grumman, General Dynamics, IT, GTSI, and many small firms, on all aspects of marketing and selling to the government From the go/no-go decision, through company infrastructure requirements, marketing, sales, business development, and more, this book offers the best advice from the most recognized authority in the market.

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 decisions.

Gaining the Competitive Advantage with Effective Proposals

Plan To Win

Planning and Executing the Superior Proposal

American Dragon: Winning the Global Manufacturing War Using the Universal Principles of Fewer, Faster, and Finer

The Winning Mindset for Leadership

Positioning Your Company to Win Government Contracts

8 Steps to a Winning Workers Comp Program

For anyone ready to launch a successful career in sales for telecom equipment, services and technologies, or for veterans ready to break through to a higher level, this book provides a practical eight-step program for successful selling. The rapidly changing

"I really enjoyed the read. The book is fun and insightful, with solid leadership ideas for individuals at almost any stage of their career. Well Done!!" Alan Feldman, Chief Executive and Chairman, Midas International "This is terrific. Great work and a very interesting read. Congratulations! I'm looking forward to seeing you on the book tour." Jack Kopnisky, Chief Executive Officer, Provident Bank of New York "I was aware of the patterns I established which contributed to my success, but after reading this book I realized some of those same patterns created limitations. The Winning Mindset provided me with both insight and practical tools to fix my individual leadership style." Sandra Stark, Fortune 500 Business Dev. Executive "This book belongs in every leader's library. Whether you lead a family, a team, a major corporation, a military organization or are trying to get better at doing so, Alimena's insight and wisdom provide a roadmap. His use of sports and business lessons make for a truly enjoyable read." Mike Plunkett, Capt, CSC, USN (retired) and SVP, Loan Operations, FMC

I was motivated to write this book from encouragement I received from business management professors and successful executives in the electronics industry, as well as through my own management experience working with major corporations. The high-tech businesses are at a crossroads facing rapidly evolving technologies and fierce competition from everywhere. The success and survival of companies depends on an effective performance metrics framework and a solid continuous improvement program. The metrics program must have executive sponsorship and active management support and involvement. The author talked to many high-tech business leaders to get their feedback on the future of the industry. They all indicated that companies with an uncertain future have one thing in common – they all lack effective metrics and continuous improvement programs. While there are many books on general metrics concepts and applications already available, this book is unique. It is dedicated to various businesses and processes prevalent in the electronics industry. The latter is crucial (now and in the future) to the world economy and is growing very rapidly, with thousands of

global companies competing for leadership. This book is intended to serve as an excellent reference for developing the strategy for—and the execution of—a practical, usable, and easy to understand metrics program for any business in the electronics industry. China is the world's largest power region, achieving economic growth rates that exceed those of most industrialized countries. In this book practitioners of international companies are offered valuable insights and lessons from established and successful managers, academics and consultants. The book is divided into three parts: "Opportunities and Challenges in China", "Strategies for Market Entry and Business Success" and "Practical Insights from China". It covers a variety of topics such as business strategies, branding, pricing, market research, legal constraints and successful business relations.

Winning E-Learning Proposals

How to Get Government Contracts

Compete and Win in Telecom Sales

The Winning Manager's Playbook

42 Rules for Building a High-Velocity Inside Sales Team

Selling to the Government

Winning Government Business

10 Insider Secrets to a Winning Job Search offers a complete step-by-step roadmap on how to get the job you want—fast—even in tough times! This book will motivate you, increase your self-confidence, and show you how to sell yourself so companies want to hire you. You'll have an unfair advantage when searching for a job! In this book, Todd Berman shares with you the secrets he has learned to find a job in any economy, secrets that he used to get six job offers his senior year of college, to land three job offers in one week during a recession, and to earn numerous job promotions since. Additionally, having also been a hiring manager, Todd gives you a behind-the-scenes look into the hiring process that will give you another unfair advantage. With 10 Insider Secrets to a Winning Job Search, you'll:—Discover the job you really want—Convince companies to hire you—even when no positions are available—Write attention-grabbing resumes and cover letters—Network and market yourself to maximize your job opportunities—Learn how to negotiate your job offers to receive top dollar 10 Insider Secrets to a Winning Job Search clearly demonstrates the many similarities between job hunting and selling—from how to develop a positive attitude and identify your key selling points to comprehensive preparation and successful interviewing. You'll feel so confident and have such a good game plan that you'll actually look forward to interviews and enjoy the process—especially when the job offers pour in!

The current downturn may prove more brutal than most previous recessions. It's already happening in markets around the globe. It will test businesses to their fullest-many won't survive. But downturns present strategic opportunities, too. In fact, many more companies achieve dramatic gains during recessions than in normal times. How to ensure your company emerges successful? In *Winning in Turbulence*, a new volume in the *Memo to the CEO* series, Bain & Company downturn strategist Darrell Rigby provides the playbook. He presents a powerful framework and diagnostic tool (available in the book and online) for assessing three dimensions of your situation: "Your industry's sensitivity; how hard is it hit by this downturn?" "Your company's strategic position: Are you an industry leader or follower? "Your firm's financial position, including cash reserves. China is the world's largest power region, achieving economic growth rates that exceed those of most industrialized countries. In this book practitioners of international companies are offered valuable insights and lessons from established and successful managers, academics and consultants. The book is divided into three parts: "Opportunities and Challenges in China", "Strategies for Market Entry and Business Success" and "Practical Insights from China". It covers a variety of topics such as business strategies, branding, pricing, market research, legal constraints and successful business relations.

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Selling to the Government

Winning Government Business

10 Insider Secrets to a Winning Job Search offers a complete step-by-step roadmap on how to get the job you want—fast—even in tough times! This book will motivate you, increase your self-confidence, and show you how to sell yourself so companies want to hire you. You'll have an unfair advantage when searching for a job! In this book, Todd Berman shares with you the secrets he has learned to find a job in any economy, secrets that he used to get six job offers his senior year of college, to land three job offers in one week during a recession, and to earn numerous job promotions since. Additionally, having also been a hiring manager, Todd gives you a behind-the-scenes look into the hiring process that will give you another unfair advantage. With 10 Insider Secrets to a Winning Job Search, you'll:—Discover the job you really want—Convince companies to hire you—even when no positions are available—Write attention-grabbing resumes and cover letters—Network and market yourself to maximize your job opportunities—Learn how to negotiate your job offers to receive top dollar 10 Insider Secrets to a Winning Job Search clearly demonstrates the many similarities between job hunting and selling—from how to develop a positive attitude and identify your key selling points to comprehensive preparation and successful interviewing. You'll feel so confident and have such a good game plan that you'll actually look forward to interviews and enjoy the process—especially when the job offers pour in!

The current downturn may prove more brutal than most previous recessions. It's already happening in markets around the globe. It will test businesses to their fullest-many won't survive