

Badass Your Brand The Impatient Entrepreneurs Guide To Turning Expertise Into Profit

FIRST TIME IN PRINT! Get ready to ride . . . Tyra Masters has had enough drama to last a lifetime. Now, she's back on track and looking forward to her new, quiet life. Until she meets the man of her dreams. The tattooed, muscled biker plies her with tequila—and the best sex of her life. She knows it isn't the tequila and hot sex talking. He's the kind of man she's always wanted. Unfortunately, he's also her new boss . . . Kane "Tack" Allen has a rule. He doesn't employ someone he's slept with. So when he learns he spent last night in bed with his new office manager, he quickly fires Tyra. Yet when Tyra stands up to him and fights for her job, Tack is intrigued. He tells her she can keep her job on one condition: no more sex. Ever. But as things heat up between them, Tack finds that he'll be the one breaking all the rules... 136,000 words

Pamela Slim, a former corporate training manager, left her office job twelve years ago to go solo and has enjoyed every bit of it. In her groundbreaking book, based on her popular blog Escape from Cubicle Nation, Slim explores both the emotional issues of leaving the corporate world and the nuts and bolts of launching a business. Drawing on her own career, as well as stories from her coaching clients and blog readers, Slim will help readers weigh their options, and make a successful escape if they decide to go for it.

The international bestseller—now updated for an even bigger, brand-savvy market Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills of personal branding, including how to craft an emotionally resonant branding message, create top-quality branding tools, and attract a constant flow of business. “Montoya’s Personal Branding ideas are going to change how business owners and professionals promote themselves.”—Robert G. Allen and Mark Victor Hansen, coauthors, The One-Minute Millionaire

Read the #1 New York Times best-selling series before it continues in A Map of Days. Bonus features • Q&A with author Ransom Riggs • Eight pages of color stills from the film • Sneak preview of Hollow City, the next novel in the series A mysterious island. An abandoned orphanage. A strange collection of very curious photographs. It all waits to be discovered in Miss Peregrine's Home for Peculiar Children, an unforgettable novel that mixes fiction and photography in a thrilling reading experience. As our story opens, a horrific family tragedy sets sixteen-year-old Jacob journeying to a remote island off the coast of Wales, where he discovers the crumbling ruins of Miss Peregrine's Home for Peculiar Children. As Jacob explores its abandoned bedrooms and hallways, it becomes clear that the children were more than just peculiar. They may have been dangerous. They may have been quarantined on a deserted island for good reason. And somehow—impossible though it seems—they may still be alive. A spine-tingling fantasy illustrated with haunting vintage photography, Miss Peregrine's Home for Peculiar Children will delight adults, teens, and anyone who relishes an adventure in the shadows. “A tense, moving, and wondrously strange first novel. The photographs and text work together brilliantly to create an unforgettable story.”—John Green, New York Times best-selling author of The Fault in Our Stars “With its X-Men: First Class-meets-time-travel story line, David Lynchian imagery, and rich, eerie detail, it's no wonder Miss Peregrine's Home for Peculiar Children has been snapped up by Twentieth Century Fox. B+”—Entertainment Weekly “‘Peculiar’ doesn't even begin to cover it. Riggs’ chilling, wondrous novel is already headed to the movies.”—People “You'll love it if you want a good thriller for the summer. It's a mystery, and you'll race to solve it before Jacob figures it out for himself.”—Seventeen

The 7 Traits of Great Sellers

The Power of Building a Brand People Authentically Love

How to Build a Successful Professional Life

How to Stop Doubting Your Greatness and Start Living an Awesome Life

Get Different

The User's Journey

Positioning for Professionals

The creator of "Grey's Anatomy" and "Scandal" details the one-year experiment with saying "yes" that transformed her life, revealing how accepting unexpected invitations she would have otherwise declined enabled powerful benefits.

Like a good story, successful design is a series of engaging moments structured over time. The User's Journey will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a “story first” approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

Imagine how much you would learn if you could converse with 64 of the brightest minds in marketing. Now imagine if those conversations were focused on all the essential elements that go into being a top-notch chief marketing officer and organized into seven logical, intuitive categories. Now you can stop imagining, and start reading The CMO's Periodic Table, an essential resource for the modern marketer. Over the last five years, thanks in large part to his friends at The CMO Club, author Drew Neisser has interviewed over 100 marketing leaders at prominent companies such as American Express, Audi, Belkin, Black Duck Software, Converse, College Humor, D&B, Dow, and many more. These interviews, 64 of which are highlighted in this book, reflect the fundamental diversity of challenges and subsequent solution sets deployed by each. Though these interviews don't yield a magic formula, they offer something a bit more profound and definitely more fundamental—a compendium of elements that every marketer has or will need to examine in the very near future. Organized into a CMO-worthy periodic table modeled on the classic organization of the chemical elements, the chapters progress from basic challenges like research and strategy, to internal issues like culture change and managing up, to advanced, highly volatile subjects like risk-taking and changing agencies.

Praise for Lead, Sell, or Get Out of the Way "Karr's book, Lead, Sell, or Get Out of the Way, illustrates what we believe: that knowing your customers' needs is the single most important factor in building sales. Business starts with the sale. To make profitable sales, you need to understand your customer and create a timely value proposition. This book shows you how to do both." —Larry Kellner, Chairman and CEO, Continental Airlines "As CEO and Chairman of the Board of three publicly traded companies, I felt that Karr's strategies in Lead, Sell, or Get Out of the Way absolutely provided the powerful results he predicted. In one case, we completely eliminated a competitor who posed a strategic threat. I guess you can say they 'got out of the way.' Karr will show you what is required and how to be a top producer in your market. This book is a must-read." —James T. Treace, President and Managing Member, J&A Group, LLC, former chairman of the board, Wright Medical, Inc., and Kyphon, Inc. "Karr captures a lifetime of winning strategies and experiences and puts them in a practical context for sales leaders and sellers. This book challenges many of the older paradigms of selling and emphasizes the importance of keeping the focus on the customers and providing positive outcomes. In today's challenging market conditions, where the primary focus is on market share, this is a must-read." —Barry S. Goldstein, Senior Vice President, Global Sales Strategy & Operations, Starwood Hotels & Resorts Worldwide, Inc. "Karr's book clearly identifies what it takes to be a highly effective sales leader. The principles in Karr's book are concise and illuminating. Follow his system and your sales organization will succeed in any market. An absolute must-read." —Mike Beaudry, Division President, United Natural Foods, Inc. (UNFI) "Karr does it again! Lead, Sell, or Get Out of the Way gives you the ultimate approach to giving added value to customers and creating value for yourself . . . The seven traits are what's needed in today's world, and this book is an outstanding guide to becoming proficient in all of them." —David Preng, Preng & Associates, The Global Energy Search Leader

Finally Making a Living Doing what You Love

You Are a Badass®

Year of Yes

Art, Money, Success

The Ultimate Guide

Lead, Sell, or Get Out of the Way

The Reluctant Entrepreneur

Packed with humor, inspiration, and advice, You Are a Badass is the #1 New York Times bestselling self-help book that teaches you how to get better without getting busted. In this refreshingly entertaining how-to guide, bestselling author and world-traveling success coach, Jen Sincero, serves up twenty-seven bite-sized chapters full of hilariously inspiring stories, sage advice, easy exercises, and the occasional swear word, helping you to: Identify and change the self-sabotaging beliefs and behaviors that stop you from getting what you want, Create a life you totally love. And create it NOW, and Make some damn money already. The kind you've never made before. By the end of You Are a Badass, you'll understand why you are how you are, how to love what you can't change, how to change what you don't love, and how to use The Force to kick some serious ass.

"American women are starting businesses at nearly twice the rate that men are, but only three percent of female business owners have revenues of over one million dollars. Most women entrepreneurs are stuck at the 'mom and pop' level, just getting by, or in many cases, running out of cash. Julia Pimsleur shares her ... story of building her own company and raising millions in capital in a guide for women like her who have a great idea and need to find the resources to take it into the big leagues"--Amazon.com.

Master the business side of architecture with advice from an expert. In Your Architecture Career, Gary Unger provides tips and guidance to students, interns, architects, and firm owners to help them understand and master the business side of architecture and interior design. Students in school are not taught to manage process, projects, and clients—the emphasis is on design. However, most graduates will not finish their careers as designers. Rather, their focus will be on marketing, programming, project management, cost estimating, rendering, virtual reality, drawing documentation, specifications, workplace strategy, and construction administration. Gary Unger expertly describes the creative aspects of these disciplines and the considerable value they bring to a firm. In order to accurately represent how an architecture firm successfully operates, Gary stresses the importance of teamwork. With project teams made up of architects, engineers, reators, building owners, contractors, furniture dealers, and more, it is important to note that a project's success is measured by how well handoffs of information are executed both inside a firm as well as from firm to firm. Spanning a wide variety of topics, chapters include: Completing architectural school Deciding on a career path Landing your first job Building your reputation Managing handoffs RFPs and proposals Reassessing your career Starting your own firm Whether you're a student about to graduate or a seasoned professional, Your Architecture Career is an invaluable resource for the business side of architecture.

Georgia Peach Award Nominee Florida Teens Read Award Nominee ABC Best Books for Young Readers Bank Street College Best Children's Books of the Year A Junior Library Guild Selection Hugo & Locus award finalist The Borderlands aren't like anywhere else. Don't try to smuggle a phone or any other piece of technology over the wall that marks the Border — unless you enjoy a fireworks display in your backpack. (Ballpoint pens are okay.) There are elves, harpies, and — best of all as far as Elliot is concerned — mermaids. "What's your name?" "Serene." "Serena?" Elliot asked. "Serene," said Serene. "My full name is Serene-Heart-in-the-Chaos-of-Battle." Elliot's mouth fell open. "That is badass." Elliot? Who's Elliot? Elliot is thirteen years old. He's smart and just a tiny bit obnoxious. Sometimes more than a tiny bit. When his class goes on a field trip and he can see a wall that no one else can see, he is given the chance to go to school in the Borderlands. It turns out that on the other side of the wall, classes involve a lot more weaponry and fitness training and fewer mermaids than he expected. On the other hand, there's Serene-Heart-in-the-Chaos-of-Battle, an elven warrior who is more beautiful than anyone Elliot has ever seen, and then there's her human friend Luke: sunny, blond, and annoyingly likeable. There are lots of interesting books. There's even the chance Elliot might be able to change the world. In Other Lands is the exhilarating new book from beloved and bestselling author Sarah Rees Brennan. It's a novel about surviving four years in the most unusual of schools, about friendship, falling in love, diplomacy, and finding your own place in the world — even if it means giving up your phone.

936 Pennies

Act Like a Lady

Let's Pretend This Never Happened

Go Big Now

The Hanged Man

A Practical Guide to Evolving Business Agility

The Big Life

The #1 New York Times bestselling (mostly true) memoir from the hilarious author of Furiously Happy. “Gaspingly funny and wonderfully inappropriate.”—O, The Oprah Magazine When Jenny Lawson was little, all she ever wanted was to fit in. That dream was cut short by her fantastically unbalanced father and a morbidly eccentric childhood. It did, however, open up an opportunity for Lawson to find the humor in the strange shame-spiral that is her life, and we are all the better for it. In the irreverent Let's Pretend This Never Happened, Lawson's long-suffering husband and sweet daughter help her uncover the surprising discovery that the most terribly human moments—the ones we want to pretend never happened—are the very same moments that make us the people we are today. For every intellectual misfit who thought they were the only ones to think the things that Lawson dares to say out loud, this is a poignant and hysterical look at the dark, disturbing, yet wonderful moments of our lives. Readers Guide Inside

"From the creators of the LadyGang podcast"--Cover.

Addresses the fears and misconceptions that many people have about starting a business by presenting strategies for success and avoiding the pitfalls that threaten fledgling companies.

In the New York Times bestseller that the Washington Post called “Lean In for misfits,” Sophia Amoruso shares how she went from dumpster diving to founding one of the fastest-growing retailers in the world. Amoruso spent her teens hitchhiking, committing petty theft, and scrounging in dumpsters for leftover bagels. By age twenty-two she had dropped out of school, and was broke, directionless, and checking IDs in the lobby of an art school—a job she'd taken for the health insurance. It was in that lobby that Sophia decided to start selling vintage clothes on eBay. Flash forward to today, and she's the founder of Nasty Gal and the founder and CEO of Girlboss. Sophia was never a typical CEO, or a typical anything, and she's written #GIRLBOSS for other girls like her: outsiders (and insiders) seeking a unique path to success, even when that path is windy as all hell and lined with naysayers. #GIRLBOSS proves that being successful isn't about where you went to college or how popular you were in high school. It's about trusting your instincts and following your gut; knowing which rules to follow and which to break; when to button up and when to let your freak flag fly. “A witty and cleverly told account . . . It's this kind of honest advice, plus the humorous ups and downs of her rise in online retail, that make the book so appealing.”—Los Angeles Times “Amoruso teaches the innovative and entrepreneurial among us to play to our strengths, learn from our mistakes, and know when to break a few of the traditional rules.”—Vanity Fair “#GIRLBOSS is more than a book . . . #GIRLBOSS is a movement.”—Lena Dunham

Hunt the Stars

Leading Beyond Change

Miss Peregrine's Home for Peculiar Children

Discovering the Joy of Intentional Parenting

Interpreneur

A Training Guide for a Successful First Year and Beyond As a Real Estate Agent

Freya

AN INSTANT NEW YORK TIMES BESTSELLER! A 2018 Most Anticipated Young Adult book from debut author Adrienne Young. Sky in the Deep is part Wonder Woman, part Vikings—and all heart. OND ELDR. BREATHE FIRE. Raised to be a warrior, seventeen-year-old Eelyn fights alongside her Aska clansmen in an ancient, rivalry against the Riki clan. Her life is brutal but simple: fight and survive. Until the day she sees the impossible on the battlefield—her brother, fighting with the enemy—the brother she watched die five years ago. Faced with her brother's betrayal, she must survive the winter in the mountains with the Riki, in a village where every neighbor is an enemy, every battle scar possibly one she delivered. But when the Riki village is raided by a ruthless clan thought to be a legend, Eelyn is even more desperate to get back to her beloved family. She is given no choice but to trust Fiske, her brother's friend, who sees her as a threat. They must do the impossible: unite the clans to fight together, or risk being slaughtered one by one. Driven by a love for her clan and her growing love for Fiske, Eelyn must confront her own definition of loyalty and family while daring to put her faith in the people she's spent her life hating. “THIS IS A GRIPPING STORY. RICHLY TOLD.” —Renée Ahdieh, New York Times bestselling author of Flame in the Mist “FIERCE. VIVID. AND VIOLENTLY BEAUTIFUL.” —Stephanie Garber, New York Times bestselling author of Caraval “A STUNNING DEBUT” —Roshani Chokshi, New York Times bestselling author of The Star-Touched Queen “BLEAK BEAUTIFUL AND DEADLY” —Traci Chee, New York Times bestselling author of The Reader “WHOLLY UNIQUE AND INSTANTLY ADDICTIVE” —Kerri Maniscalco, New York Times bestselling author of Hunting Prince Dracula “HEARTRENDING, HEART-MENDING” —Kayla Olson, bestselling author of Sandcastle Empire Are you looking for a great idea or some inspiration to start a new venture or to help you grow your existing business? This book contains 100 great business ideas, extracted from the world's best companies.Ideas provide the fuel for individuals and companies to create value and success. Indeed the power of ideas can even exceed the power of money. One simple idea can be the catalyst to move markets, inspire colleagues and employees, and capture the hearts and imaginations of customers. This book can be that very catalyst. Each idea is succinctly described and is followed by advice on how such an idea can be applied to the reader's own business situation. A simple but potentially powerful book for anyone seeking new inspiration and that killer application.

In this debut novel and series starter, the last member of a murdered House searches for a missing nobleman, and uncovers clues about his own tortured past. Rune Saint John, last child of the fallen Sun Court, is hired to search for Lady Judgment's missing son, Addam, on New Atlantis, the island city where the Atlanteans moved after ordinary humans destroyed their original home. With his companion and bodyguard, Brand, he questions Addam's relatives and business contacts through the highest ranks of the nobles of New Atlantis. But as they investigate, they uncover more than a missing man; a legendary creature connected to the secret of the massacre of Rune's Court. In looking for Addam, can Rune find the truth behind his family's death and the torments of his past?

If you are own a digital marketing agency or are just getting started as a freelancer, this book is for you. Starting a digital marketing agency is a double-edged sword. You get started as a freelancer with no money. You build everything yourself through your blood, sweat, and tears. Then you discover it's one of the hardest businesses to scale. You are the product. Before you know it, you have built your own prison of clients who want constant meetings, phone calls, email requests, and they expect miracles. It can feel like you have 100 different bosses. Bad clients lead to burnout and can take down your entire agency. It's a lot of stress and anxiety to manage. Then there are truckloads of competition happy to undercut you. People often say, "This industry SUCKS! It's an insane amount of work, clients are mostly terrible, and every day you will have to deal with 10 different problems."Of course, there is a better and simpler way.The Beyond The Agency Box book was created to help digital entrepreneurs scale an agency. Driving qualified clients who can afford high-end marketing services is a completely different beast. Instead of just grinding and working harder, this book shifts you into thinking differently by creating leverageable assets. Creating assets allows you to achieve something different in your agency. You earn far more without meetings, phone calls, emails, and all the typical client headaches. It also creates happy clients for life. It works without paid ads like Facebook, Google, and Youtube. It works without complicated funnels, webinars, and tech. It works without becoming a content machine or an SEO master. Most of it can be managed remotely with a small team. This book gives you the freedom and flexibility to travel and see the world without being tethered to your phone. If you want both a highly successful digital marketing agency and a life at the same time, this book is for you.

100 Great Business Ideas

Hero on a Mission

A Renegade's Guide to Marketing

The Last Sun

Escape From Cubicle Nation

The CMO's Periodic Table

How to Dance It Out, Stand In the Sun and Be Your Own Person

When the bind on my powers fractures, my father returns to bring me to Hell, but I refuse. The problem is, I had no idea who he was when he showed up at my door, or that I even had powers. When the person who means most to me is stripped away, leaving me raw and desperate for vengeance, I finally give in to my birthright. My name is Lucinda Devine, and Hell hath no fury when I turn up at the Academy. Making myself the perfect bait isn't easy, but I'll do anything to destroy this killer. I am, after all, The Devil's Sin.This is a Reverse Harem Romance for ages 18+.Contains adult content, and may be triggering for some readers.

The critically acclaimed author of Polaris Rising takes readers on an exciting journey with the start of her brand-new series about a female bounty hunter and the man who is her sworn enemy. “Jessie Mihalik is an author to watch.” — Ilona Andrews, #1 New York Times bestselling author Octavia Zarola would do anything to keep her tiny, close-knit bounty hunting crew together—even if it means accepting a job from Torran Fletcher, a ruthless former general and her sworn enemy. When Torran offers her enough credits to not only keep her crew afloat but also hire someone to fix her ship, Tavi knows that she can't refuse—no matter how much she'd like to. With so much money on the line, Torran and his crew insist on joining the hunt. Tavi reluctantly agrees because while the handsome, stoic leader pushes all of her buttons—for both anger and desire—she's endured worse, and the massive bonus payment he's promised for a completed job is reason enough to shut up and deal. But when they uncover a deeper plot that threatens the delicate peace between humans and Valoffs, Tavi suspects that Torran has been using her as the impetus for a new war. With the fate of her crew balanced on a knife's edge, Tavi must decide where her loyalties lie—with the quiet Valoff who's been lying to her, or with the human leaders who left her squad to die on the battlefield. And this time, she's put her heart on the line.

Brand New Third Edition! This book is for brand new Agents and experienced Agents looking to jump start their business. It's not a book for everyone. The book is for Honest Real Estate Agents who care about their customers, work hard and want to make a difference in helping other people. One of the drawbacks of most real estate schools is they teach you only how to pass the real estate exam. They don't teach you how to succeed as a Real Estate Agent once you get your license. This is the book for you because it will help you hit the ground running once you get your license. In the past five years thousands of new Agents have bought this book as they embark on their career in real estate.

We're all guilty of it-when someone asks what we do for a living, we tell them about the products we make or the services we provide. We never tell them what we believe.Unfortunately, business works the same way, and the result is forgettable brands with zero identity. We assume this approach is right because everyone does it.Put simply, we're all wrong. Way wrong. In Stand for Something, Brian Burkhart invites you to break free from the herd and reconnect to the core beliefs that make you stand out. He shares insightful case studies that provide powerful lessons about major brands doing it right, and some that get it all wrong. You'll see how everything is better when you deeply understand what you stand for. Perhaps for the first time, you'll find the right job, your relationships will be enriched, internal alignment and excitement will skyrocket, and the right customers will magically come your way.

The Impatient Entrepreneur's Guide to Turning Expertise Into Profit

8 Essential Mindset Practices to Overcome Any Obstacle and Reach Your Goals

BrandFix

From Corporate Prisoner to Thriving Entrepreneur

A Path to a Meaningful Life

The Secrets of My Journey to Becoming an Internet Millionaire

Embrace the Mess, Work Your Side Hustle, Find a Monumental Relationship, and Become the Badass Babe You Were Meant to Be

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

Make the Most of Your Time with Your Children On the day of their baby dedication, Eryn and her husband were given a jar of 936 pennies. The jar contained a penny for every week they would raise their child until graduation, and they were instructed to remove one penny each Sunday as a reminder, placing it into another jar as an investment. At some point every parent realizes time is moving swiftly, and they ask themselves, How am I investing in my child? Through personal stories and biblical examples, 936 Pennies will help you discover how to capture time and use it to its fullest potential, replacing guilt and regrets with freedom. Meanwhile, your kids will see how simple choices, like putting the cell phone down and going on a family hike, will make all the difference. Together you will stretch time and make it richer. Craft a family legacy in tune with God's heartbeat as you capture a new vision for your children and learn the best ways to spend your pennies.

The last member of a murdered House tries to protect his ward from forced marriage to a monster while uncovering clues to his own tortured past. The Tarot Sequence imagines a modern-day Atlantis off the coast of Massachusetts, governed by powerful Courts based on the traditional Tarot deck. Rune Saint John, last child of the fallen Sun Throne, is backed into a fight of high court magic and political appetites in a desperate bid to protect his ward, Max, from a forced marital alliance with the Hanged Man. Rune's resistance will take him to the island's dankest corners, including a red light district made of moored ghost ships; a surreal skyscraper farm; and the floor of the ruling Convocation, where a gathering of Arcana will change Rune's life forever.

"Move over, Percy Jackson, there's a new girl in town." —Booklist Freya is the myth. Freya is the legend. And she's about to make one hell of a comeback. There's far more to Sara Vanadi than meets the eye. In her prime, she was Freya, the Norse goddess of love, beauty, war, and death - though that past hardly seems to matter now. For an ancient goddess in the 21st century, true believers - and the strength they bring - are painfully hard to find. But when a new, rising power threatens to remake the world by bending the divine to its will, Sara realizes her days of hiding have ended, and a chance to claw her way out of the history books has arrived. She'll just need new clothes and a manicure before she gets started. Blending elements of fantasy and scifi in a modern-world setting, the first novel in this new young adult series by Matthew Laurence is perfect for fans of Buffy the Vampire Slayer. An Imprint Book

How Professional Knowledge Firms Can Differentiate Their Way to Success

A Novel

Million Dollar Women

Turning Dreams Into Profits

The Essential Guide for Female Entrepreneurs Who Want to Go Big

In Other Lands

Motorcycle Man

*There is a movement of women stepping into their God-given gifts to make money doing what they love. If you're ready to join them, this is your handbook that will take the ideas in your head and the dream in your heart and turn them into action. *Help you create a step-by-step, customized plan to start and grow your business. *Show you how to manage your time so you can have a business- and life- that you love. *Explain overwhelming business stuff like pricing, taxes, and budgeting in simple terms. *Teach you how to use marketing to reach the right people in the right way.*

A bestselling dystopian novel that tackles surveillance, privacy and the frightening intrusions of technology in our lives—a “compulsively readable parable for the 21st century” (Vanity Fair). When Mae Holland is hired to work for the Circle, the world’s most powerful internet company, she feels she’s been given the opportunity of a lifetime. The Circle, run out of a sprawling California campus, links users’ personal emails, social media, banking, and purchasing with their universal operating system, resulting in one online identity and a new age of civility and transparency. As Mae tours the open-plan office spaces, the towering glass dining facilities, the cozy dorms for those who spend nights at work, she is thrilled with the company’s modernity and activity. There are parties that last through the night, there are famous musicians playing on the lawn, there are athletic activities and clubs and brunches, and even an aquarium of rare fish retrieved from the Marianas Trench by the CEO. Mae can’t believe her luck, her great fortune to work for the most influential company in the world—even as life beyond the campus grows distant, even as a strange encounter with a colleague leaves her shaken, even as her role at the Circle becomes increasingly public. What begins as the captivating story of one woman’s ambition and idealism soon becomes a heart-racing novel of suspense, raising questions about memory, history, privacy, democracy, and the limits of human knowledge.

Transform Aspirational Thoughts into Life-Changing Results What’s the biggest challenge you face if you want to accomplish great things? It’s getting and keeping the right mindset, according to the hundreds of high achievers Julia Pimsleur has interviewed and worked with as a business coach. In Go Big Now, Pimsleur distills two decades of studying complex mindset practices into eight essential “mindset keys” that can be used by anyone to get the Go Big Mindset and achieve ambitious professional and life goals. Pimsleur shares personal stories of how she used these keys to raise venture capital and build multimillion-dollar companies, and illustrates each key with an example from a leader, CEO, or celebrity whose mindset catapulted them to success. You’ll learn to reframe perceived setbacks, replace unhelpful thoughts and limiting beliefs with empowering ones, and stay motivated to pursue your big goal, even in the face of massive hurdles. With the Go Big Mindset, you’ll boost your mental resilience and discover how to think your way to bigger, better results.

Badass Your BrandThe Impatient Entrepreneur's Guide to Turning Expertise Into ProfitYour Architecture CareerHow to Build a Successful Professional LifeSimon and Schuster

#GIRLBOSS

The Honest Real Estate Agent

The Circle

Business Boutique

From leading companies around the world

Beyond The Agency Box

Questionable Advice, Ridiculous Opinions, and Humiliating Tales from Three Undignified Women

New York Times bestselling author Donald Miller shares the plan that led him to turn his life around. This actionable guide will teach you how to do the same through journaling prompts and goal-planning exercises. There are four characters in every story: The victim, the villain, the hero, and the guide. These four characters live inside us. If we play the victim, we're doomed to fail. If we play the villain, we will not create genuine bonds. But if we play the hero or guide, our lives will flourish. The hard part is being self-aware enough to know which character we are playing. In this book, bestselling author Donald Miller uses his own experiences to help you recognize if the character you are currently surfacing is helping you experience a life of meaning. He breaks down the transformational, yet practical, plan that took him from slowly giving up to rapidly gaining a new perspective of his own life's beauty and meaning, igniting his motivation, passion, and productivity, so you can do the same. In Hero on a Mission, Donald's lessons will teach you how to: Discover when you are playing the victim and villain. Create a simple life plan that will bring clarity and meaning to your goals ahead. Take control of your life by choosing to be the hero in your story. Cultivate a sense of creativity about what your life can be. Move beyond just being productive to experiencing a deep sense of meaning. Donald will help you identify the many chances you have of being the hero in your life, and the times when you are falling into the trap of becoming the victim. Hero on a Mission will guide you in developing a unique plan that will speak to the challenges you currently face so you can find the fulfillment you have been searching for in your life and work.

"Ann has always seen the power and potential in young women. The Big Life helps make all our dreams closer than ever." —Lauren Conrad, designer and New York Times bestselling author of Lauren Conrad Celebrate "The Big Life is a guide for women in their 20s and 30s who are hungry for a job they love, a supportive network of friends, respect from their bosses, and partners who want all those things for them as badly as they do." —The New York Times Millennial women are changing what it means to be powerful and successful in the world—for everyone. Forever. You want The Big Life—that delicious cocktail of passion, career, work, ambition, respect, money, and a monumental relationship. And you want it on your own terms. Forget climbing some corporate ladder, you want a career with twists and turns and adventure. For you, success only matters if it's meaningful. Ann Shoket knows the evolving values of young women more than anyone. She's the voice behind the popular Badass Babes community, a sisterhood of young, hungry, ambitious women who are helping each other through the most complex issues around becoming who you're meant to be. As the trailblazing editor-in-chief of Seventeen for the better part of a decade, Shoket led provocative conversations that helped young women navigate the tricky terrain of adolescence and become smart, confident, self-assured young women. Now that they are adding muscle to the framework of their lives, she's continuing the conversation with The Big Life. The Big Life is packed with actionable guidance combined with personal advice from high-profile millennial women who have already achieved tremendous success, plus intimate conversations with a cast of compelling characters and Shoket's own stories on her quest for The Big Life. You'll learn to tackle all of the issues on heavy rotation in your mind such as: • How to craft a career that's also a passion. • How to get respect from a boss who thinks you're a lazy, entitled, and self-obsessed millennial • Why you need a “squad” of people who support you as you build your Big Life • How a side hustle will make you smarter, hotter, and more in control of your destiny. • Why work/life balance is a sham and your need to embrace the mess. • How to find a partner whose eyes light up when you talk about your ambition. Written in Shoket's friendly and authoritative style, The Big Life will help you recognize your power, tap into your ambition, and create your own version of The Big Life.

"It's not the best companies that prevail in the marketplace, but rather the best brands. The goal of business strategy is not just to be better, but different. Learn how to build a differentiating value proposition by clearly and carefully defining your brand boundaries: Calling, Competencies, Customers, and Culture. Positioning for Professionals shows how a well-defined value proposition can help professional service firms create their own success instead of copying the success of others, including such concepts as: How and why professional service brands become homogenized. Why standing for everything is the same as standing for nothing. Why there's no such thing as full service. Deep and narrow as a strategic imperative. Why it's better to be a profit leader than a market leader. Differentiation and price premiums. How to map your brand on the matrix of relevance and differentiation. How to define a value proposition that will make your firm intensely appealing to the customers who want you for what you do best. Based on the proven premise that the most profitable business strategy is not to aim at the center of the market, but rather at the edges, Positioning for Professionals is written for leaders, managers, and other senior executives of service companies in with a particular emphasis on professional service firms."--

Your online presence matters more than ever in today's global workplace. Professionals are logging-in to LinkedIn in record numbers, so your profile needs to represent you in the best possible light before and after a meeting or interview. LinkedIn For Personal Branding: The Ultimate Guide is the leading strategic guidebook that most uniquely connects personal branding to the LinkedIn platform. Long's book provides a comprehensive view of personal branding using LinkedIn's profile, content sharing, and thought leadership capabilities. Additionally, Long has assembled a useful set of "How To" advice links that are available on a companion website. The website provides many resource pages and links related to each chapter. LinkedIn for Personal Branding: The Ultimate Guide is the ONLY LinkedIn book available that will do all of this for the reader: - Provide an integrated personal branding and LinkedIn strategy needed for today's professionals - in a Full Color book. - Provide additional "how to" elements in a companion website so you can click over to see detailed instructions and keep updated. - Provide dozens of examples and case studies from real LinkedIn users. - Provide several "personas" and other prompts to help you write the best possible summary. LinkedIn For Personal Branding will help you to: - Select and prioritize the best personal brand attributes for you, your career and business. - Be considered for more strategic assignments and business opportunities. - Create an authentic, personal, and impressive profile that demonstrates expertise without appearing to brag. - Consider all the ways you can demonstrate your personal brand -both offline and online- and how they work together. - Be found online > increase the likelihood of being contacted by recruiters and sales prospects. - Select the most memorable words, images, skills, and links. - Learn best practices for each profile section (and also see real examples). - Write the most strategic and impactful headline and summary. - Give and receive more endorsements and recommendations. - Become a thought leader. - Find and Share content with your network . - Blog using the LinkedIn Publisher functionality. - Leverage LinkedIn Groups and Company pages. - Measure your progress. - And much more. This book is perfect for anyone interested in developing their personal brand using LinkedIn to propel their career or business opportunities.

Marketing That Can't Be Ignored!

A Woman's Guide for Making Money Doing What She Loves

The Phoneless, Meetingless Digital Marketing Agency That Creates Lifetime Happy Clients Without Facebook Ads, Webinars, Google, Or SEO

Stand for Something

The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace

Storymapping Products That People Love

The Devil's Sin

This guide shows readers how to transform a traditional organization into an evolutionary one with a framework and mindset that offer a new way of leading and approaching change. Now more than ever, society is demanding change, and organizations are being asked to shift into more conscious and agile business practices. Yet, most of what people believe about leadership, effective workplaces, and how to create lasting change is either incomplete or outright incorrect. And even if the desire to change is there, understanding of how to achieve it is elusive. This book holds the key. It introduces the Shift Evolutionary Leadership Framework (SELF), which helps leaders create the understanding and application needed to evolve high performance. At the core of the book are dozens of business patterns that cut across seven dimensions of organizational functioning. The traps of traditional organizations are contrasted with the high-performance practices of evolutionary organizations. Authors Michael Sahota and Audree Tata Sahota explain the steps of leading beyond change—evolving beyond servant leadership to make the inner shift needed to unlock the practical skills and techniques. Whether readers call this shift business agility, Teal Agility, evolutionary, or the future of work, it is possible to create high-performing organizations filled with

energized people who are able to surf the waves of change.

Branding is a hot topic in business, but what does branding really mean? And how can entrepreneurs create a consistent and compelling brand while also managing the day-to-day operations of their business? In BrandFix, Kady Sandel draws upon her experience as a brand strategist, designer, and entrepreneur to demystify branding for startups and business owners. Through real-world branding examples and step-by-step recommendations, Kady will show you how to create a cohesive road map for your brand. Discover how to: * Identify the unique traits of your brand so you can express them to your customers * Differentiate your company from your competitors so people choose you every time * Align your branding efforts with your business goals to scale your company * Decide whether or not to be "the face" of your company and move forward with confidence *Translate your brand strategy into powerful and consistent visuals that keep customers coming back for more You've spent enough time trying to crack the branding code on your own. It's time to take your business to the next level and create a brand that people will remember.

Finally make a living doing what you love. A compete and easy-to-follow system for the artist who wasn't born with a business mind. Learn how to find buyers, get paid fairly, negotiate nicely, deal with copycats and sell more art.

Sky in the Deep

Badass Your Brand

A Brand Strategy Guide for Busy Entrepreneurs

Your Architecture Career

LinkedIn for Personal Branding