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**No Bs Ruthless  
Management Of People  
And Profits No Holds  
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No Prisoners Guide To**

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Ruthless Management Of

**Really Getting Rich**

***CHANGE YOUR MATH CHANGE***

***YOUR BUSINESS CHANGE***

***YOUR LIFE Almost Alchemy***

***challenges your existing beliefs and  
self-imposed limitations--forcing***

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*you to re-imagine, reinvent, and reorganize your business to achieve and exceed goals in a systematic*

*and sustainable way. In this radical*

*new book, Dan Kennedy destroys the*

*myth that "Knowledge is Power" by*

*exposing 20 different proven*

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*strategies to ensure business*

*sustainability and maximize wealth*

*extraction. It is thought-provoking,*

*cage-rattling and mind blowing all*

*in one. Alchemy isn't writing*

*slightly better copy or tweaking your*

*marketing to take advantage of*

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*some new media or some other hot trend. Instead, it's about reinventing the way you think about your*

*business, recognizing the "brutal realities" that few dare to embrace or refuse to even recognize... and turning information into ACTION*

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*and PROFIT. In its mythical  
context, Alchemy was about one  
thing and one thing only:*

*transforming ordinary metals into  
gold. And like thousands of others,  
you may start this book thinking  
you're in an ordinary business and*

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*finish realizing you instead have a  
different, bigger, better, more  
valuable one.*

*Although it was first published  
more than thirty-five years ago, Up  
the Organization continues to top  
the lists of best business books by*

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*groups as diverse as the American  
Management Association, Strategy  
+ Business (Booz Allen Hamilton),  
and The Wharton Center for*

*Leadership and Change*

*Management. 1-800-CEO-READ*

*ranks Townsend's bestseller first*



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*among eighty books that “every manager must read.” This commemorative edition offers a new generation the benefit of Robert Townsend’s timeless wisdom as well as reflections on his work and life by those who knew and*

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*worked with him. This groundbreaking book continues to*

*remind us not to get mired in all*

*those sacred organizational routines*

*that stifle people and strangle both*

*profits and profitability. He shows*

*a way to humanize business and a*

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*way to have fun while making it all  
work better than it ever worked  
before.*

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Prisoners Guide to Really Getting*

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*RichEntrepreneur Press*

*“My research shows we are heading into a major shake-out in business that will determine the leaders for decades to come. This will REQUIRE creative marketing and positionin, and there is no*

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*better source than Dan Kennedy on  
this topic. His book No B.S. Guide*

*to Trust-Based marketing is rich*

*with vital insights.” -Harry S. Dent,*

*Jr., author, The Great Crash Ahead*

*Trust Between Consumers and*

*Businesses is Gone Here's How to*

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*Fix It Internationally recognized  
"millionaire maker," Dan S.  
Kennedy, joined by entrepreneur  
and financial consultant, Matt  
Zagula, show you how to break  
down the barriers caused by the  
"trust no one" mantra invading*

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*every customer's mind today. They*

*deliver an eye-opening look at the*

*core of all business—trust, and*

*teach you the secrets to gaining it,*

*keeping it, and using it to build*

*competitive differentiation, create*

*price elasticity, attract more*

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*affluent clients, and inspire referrals. You'll get the essential strategies required to build trust in an understandably untrusting world, and in turn, attract both business and profits. Covers • 8 ways to demonstrate trustworthiness*



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*to prospective clients • The #1 secret*

*desire of today's untrusting*

*prospects—how to understand it,*

*respond to it, and use it to*

*transform marketing, prospecting,*

*and presentations • How to avoid*

*dumb mistakes that scream*

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*“salesman” to prospects • Why  
“Where can I find clients?” is the  
wrong question. The right question  
is: How can I construct a business  
persona and life so that clients seek  
me out, with trust in place in  
advance? • How to keep products,*

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*services and prospects away from  
the avalanche of competitive and*

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*confusing information online • The  
incorrect assumption that trust is*

*built by imparting information and  
knowledge and a breakthrough*

*technique to replace this mistake*

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*Getting Everything You Can Out of  
All You've Got*

*Official Get Rich Guide to*

*Information Marketing: Build a*

*Million Dollar Business Within 12*

*Months*

*The Ultimate No Holds Barred Plan*

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*to Securing New Customers and  
Maximum Profits*

*No B. S. Ruthless Management of  
People and Profits*

*Renegade Millionaire*

*How to Be the Victor, Not the*

*Victim, in Business and in Life*

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*Taking Aim at the Brand Bullies*

*"Toyota Kata gets to the essence*

*of how Toyota manages*

*continuous improvement and*

*human ingenuity, through its*

*improvement kata and coaching*

*kata. Mike Rother explains why*

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*typical companies fail to understand the core of lean and make limited progress—and what it takes to make it a real part of your culture." —Jeffrey K. Liker, bestselling author of The Toyota Way "[Toyota Kata is] one of the*

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*stepping stones that will usher in  
a new era of management*

*thinking." —The Systems Thinker*

*"How any organization in any  
industry can progress from old-  
fashioned management by  
results to a strikingly different*



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*and better way." —James P.  
Womack, Chairman and  
Founder, Lean Enterprise  
Institute "Practicing the  
improvement kata is perhaps the  
best way we've found so far for  
actualizing PDCA in an*

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*organization." —John Shook,  
Chairman and CEO, Lean  
Enterprise Institute This game-  
changing book puts you behind  
the curtain at Toyota, providing  
new insight into the legendary  
automaker's management*

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*practices and offering practical*

*guidance for leading and*

*developing people in a way that*

*makes the best use of their*

*brainpower. Drawing on six*

*years of research into Toyota's*

*employee-management routines,*

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*Toyota Kata examines and elucidates, for the first time, the*

*company's organizational*

*routines--called kata--that power its success with continuous*

*improvement and adaptation.*

*The book also reaches beyond*

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*Toyota to explain issues of human behavior in organizations and provide specific answers to questions such as: How can we make improvement and adaptation part of everyday work throughout the organization?*

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*How can we develop and utilize  
the capability of everyone in the*

*organization to repeatedly work*

*toward and achieve new levels of  
performance? How can we give*

*an organization the power to*

*handle dynamic, unpredictable*

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*situations and keep satisfying  
customers? Mike Rother*

*explains how to improve our*

*prevailing management*

*approach through the use of two*

*kata: Improvement Kata--a*

*repeating routine of establishing*

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*challenging target conditions,  
working step-by-step through*

*obstacles, and always learning*

*from the problems we encounter;*

*and Coaching Kata: a pattern of*

*teaching the improvement kata*

*to employees at every level to*



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*ensure it motivates their ways of  
thinking and acting. With clear*

*detail, an abundance of practical*

*examples, and a cohesive*

*explanation from start to finish,*

*Toyota Kata gives executives*

*and managers at any level*

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*actionable routines of thought*

*and behavior that produce*

*superior results and sustained*

*competitive advantage.*

*A consultant to some of*

*America's leading corporations*

*shares key insights and ideas on*

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*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.*

*Don't Count Time, Make Time*

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*Count! Tick ... tick ... tick ... can't*

*find enough time? Find out how*

*to use it far more wisely by the*

*man who successfully run*

*multiple business ventures*

*simultaneously. Dan Kennedy*

*has been called the "Professor of*

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*Barred Kick Butt Take No*  
*Prisoners Guide To Really*  
*Getting Rich*  
*Harsh Reality" because he*  
*doesn't deal in glib, pabulum*

*solutions and eye-rolling cliches*

*you've heard incessantly on time*

*management. He takes on the*

*world of cell phones, PDAs,*

*faxes, e-mails, and every other*

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*communication device that  
pervade our lives, suggesting*

*when to tap it, and when to give*

*it the heave-ho. This entrepreneur*

*r/consultant/author/speaker has*

*a whirlwind business life, yet*

*manages to fit everything in*

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*using a handful of home-brewed*

*time management tools he*

*swears by. He shows how to*

*maximize your time with a fresh*

*take on the mantra that "time is*

*money." It's all about using*

*disciplined productivity strategies*

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*Kennedy has devised over 30 years of managing highly-profitable businesses with only minimal help. Who is Dan*

*Kennedy? His business adventures have included*

*ownership of six businesses. He*



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*appeared for nine consecutive  
years on THE #1 seminar tour in*

*America sharing the platform*

*with former U.S. President*

*Reagan, Ford, and Bush,*

*General Colin Powell, and*

*business leaders such as Debbi*

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*Fields and Jim McCann. He was  
been in trenches and survived.*

*SO... ARE YOU INTERESTED  
IN BECOMING A RENEGADE*

*MILLIONAIRE? When was the  
last time you thought of yourself  
as someone who throws the*

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*typical and conventional to the  
wayside? Someone who not only*

*pushes the envelope but*

*practically shreds it into a million  
pieces--daring to live and*

*experience life where few others  
are willing to go? Being a*

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*RENEGADE MILLIONAIRE*

*means having the willingness, know-how, and courage to transform an ordinary business into an extraordinary, wealth-producing asset that can change your life forever. Inside this*

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*used over the past four decades*

*to do exactly that--not only for*

*himself but also for businesses*

*of all shapes and sizes*

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*throughout the world. It's all  
practical, rubber-meets-road kind*

*of material, 100 percent based*

*on the real-life experiences of*

*well over 150 first-generation,*

*from-scratch, entrepreneurial*

*millionaires and*

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*multimillionaires... In essence,  
you're getting over \$100 million*

*worth of entrepreneurial street*

*smarts. Are you ready to rise*

*above, push forward at lightning*

*speed, and finally live the life of a*

*true RENEGADE*

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*MILLIONAIRE? Then let's get  
started.*

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Getting Rich*

*Fixing Workplaces and Careers  
One Truth at a Time*

*Profits Aren't Everything, They're  
the Only Thing*

*21 Ways You Can Out-Think,*



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Competition*

*Deep Work*

*Toyota Kata: Managing People  
for Improvement, Adaptiveness  
and Superior Results*

*Leadership BS*

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*"Anthology of marketing*

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*writing from the No BS*

*series. Focuses on the*

*customer-getting, sales-*

*boosting, classic marketing*

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*strategies that made him famous. Shares marketing knowledge applicable to print, digital, sales, and events" --*

*Generate Quick, Sustainable Wealth Why do some*

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*business owners get rich  
while others struggle to get  
by? Because success is not a  
result of working harder  
than everyone else—it's  
about building a business  
that enables you to*

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*accumulate wealth. Step*

*into the world of information*

*marketing, where people*

*package their passion and*

*interests into a business,*

*creating an extraordinary*

*income and lifestyle!*

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*Robert Skrob, the president*

*of the Information*

*Marketing Association,*

*uncover the secrets to*

*create your own information*

*marketing empire. Five ways*

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*to quickly launch a business  
that creates quick,*

*sustainable wealth How to*

*get paid to create your first  
information product and*

*leverage it many times over*

*How to build a million-dollar*

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*business without spending a penny in advertising The*

*business plan to generate \$1 million on one weekend How*

*to quadruple the price you can charge for your*

*products How to use “sugar*



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*daddies” to deliver*

*customers to your business*

*The single most profitable*

*marketing tool any business*

*can use to make its*

*marketing generate a profit*

*How to sell paper printed*

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successful info

marketers—case studies

inside Discover exactly what

you need to do to launch

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*your business, generate  
sales, and deposit money*

*into your checking account  
before the end of TODAY.*

*#1 NEW YORK TIMES*

*BESTSELLER • "This book  
delivers completely new and*

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*refreshing ideas on how to  
create value in the*

*world.”—Mark Zuckerberg,*

*CEO of Meta “Peter Thiel*

*has built multiple*

*breakthrough companies,*

*and Zero to One shows*

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*how.” —Elon Musk, CEO of  
SpaceX and Tesla The great  
secret of our time is that  
there are still uncharted  
frontiers to explore and new  
inventions to create. In Zero  
to One, legendary*

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*entrepreneur and investor  
Peter Thiel shows how we  
can find singular ways to  
create those new things.*

*Thiel begins with the  
contrarian premise that we  
live in an age of*

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*technological stagnation,  
even if we're too distracted*

*by shiny mobile devices to*

*notice. Information*

*technology has improved*

*rapidly, but there is no*

*reason why progress should*

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*be limited to computers or  
Silicon Valley. Progress can  
be achieved in any industry  
or area of business. It comes  
from the most important  
skill that every leader must  
master: learning to think for*



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*yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next*

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*Bill Gates will not build an  
operating system. The next  
Larry Page or Sergey Brin  
won't make a search engine.*

*Tomorrow's champions will  
not win by competing  
ruthlessly in today's*

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escape competition  
altogether, because their  
businesses will be unique.  
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once an optimistic view of  
the future of progress in*

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*America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.*

*Social media can be one of*

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*and social media marketing*

*expert Tony Giordano, you*

*can use multiple social*

*media websites to research*

*new clients, prospect, build*

*relationships, generate*

*leads, and create brand*

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*awareness. Giordano shares  
tips and techniques for*

*website SEO, Facebook,*

*Instagram, Google,*

*YouTube, LinkedIn, Twitter,*

*Pinterest, WhatsApp,*

*WeChat, Snapchat, and*

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*much more. In The Social Agent 2.0 Update, Giordano*

*teaches you how to*

*capitalize on the amazing*

*potential of social media,*

*generate a powerful online*

*presence, make a stellar*



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*first impression, maintain*

*relationships over the*

*Internet, create your digital*

*identity, use search engine*

*optimization effectively,*

*promote your brand, and*

*target the right*

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*demographics for your*

*business. The advent of the*

*digital age has changed the*

*way people build their*

*businesses and their brands.*

*Giordano inspires you to*

*stop using old and tired*

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*methods, such as the*

*traditional cold call, and*

*start making the most*

*influential social media*

*websites in the world work*

*for you. You can pull your*

*business into the future*

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*from a simple mobile device.*

*All you need is vision,*

*determination, and some*

*savvy business advice.*

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*Surviving Vladimir Putin's*

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*Make Any Business of Any*

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*Fewer and Less*

*Zero to One*

***Praise for How to Sell at***

***Margins Higher Than***

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***Your Competitor "This is the complete book for both new and experienced salespeople and business owners to learn and re-learn the essentials for success. How to Sell at***

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***emphasizes the pricing  
strategies and tactics to***

***increase the market share  
and profits of any***

***organization. This is a***



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***book that is as important  
to presidents as it is to  
salespeople." --Bill***

***Scales, CEO, Scales***

***Industrial Technologies,***

***Inc. "As the largest***

***service provider in our***

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***industry, we have a***

***significant market***

***advantage. However, we***

***constantly walk the***

***pricing tightrope***

***because, as this book so***

***clearly states, 'business is***

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***a game of margins . . . not  
a game of volume!"***

***--John K. Harris, CEO, JK  
Harris & Company, LLC***

***"If you live and die on  
price, this book could be  
your only lifeline." --Tom***

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***Reilly, CSP, author of  
Value-Added Selling and  
Crush Price Objections  
"How to Sell at Margins  
Higher Than Your  
Competitors successfully  
illustrates profitable sales***

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***truths to assist us in  
selling for maximum***

***return. This book's well-***

***researched, logical, and***

***affirming words validate***

***the simple fact that as a***

***premium company we***

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***deserve premium***

***margins. So, while our***

***competitors reduce or***

***match prices out of fear***

***and scarcity, our***

***managers, thanks to this***

***powerful sales tool, can***

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***Bracket, President, Power***

***Equipment Company "I***

***learned a long time ago***

***that it is pretty difficult***

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Ruthless Management Of

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***to control what my competitors will do, but***

***we must control what we***

***do--like maintaining***

***margins. This book is a***

***'wow!' that will help my***

***salesmen crack bad***



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***habits. Sales organizations should design their entire training programs around the content in this book."***

***--George C. Giessing,  
President, Brusco-Rich,***

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***Inc. "This energizing***

***book is the 'right stuff'***

***for every sales force. It***

***should be a required***

***study for every executive***

***and sales professional***

***who seeks to be***

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**successful." --David R.  
Little, Chairman and CEO,  
DXP Enterprises, Inc.**

**The completely updated  
classic and New York  
Times #1 bestseller that  
has captivated millions of**

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**BESTSELLER** Following  
*his explosive New York*  
*Times bestseller Red*  
*Notice, Bill Browder*  
*returns with another*

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***gripping thriller***

***chronicling how he***

***became Vladimir Putin's***

***number one enemy by***

***exposing Putin's***

***campaign to steal and***

***launder hundreds of***

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***billions of dollars and kill anyone who stands in his***

***way. When Bill Browder's young Russian lawyer,***

***Sergei Magnitsky, was***

***beaten to death in a***

***Moscow jail, Browder***

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***made it his life's mission  
to go after his killers and***

***make sure they faced***

***justice. The first step of***

***that mission was to***

***uncover who was behind***

***the \$230 million tax***

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***refund scheme that  
Magnitsky was killed  
over. As Browder and his  
team tracked the money  
as it flowed out of Russia  
through the Baltics and  
Cyprus and on to Western***



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*Europe and the Americas,*

*they were shocked to*

*discover that Vladimir*

*Putin himself was a*

*beneficiary of the crime.*

*As law enforcement*

*agencies began freezing*

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***the money, Putin  
retaliated. He and his  
cronies set up honey  
traps, hired process  
servers to chase Browder  
through cities, murdered  
more of his Russian***

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***allies, and enlisted some  
of the top lawyers and  
politicians in America to  
bring him down. Putin  
will stop at nothing to  
protect his money. As  
Freezing Order reveals, it***

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***was Browder's campaign  
to expose Putin's  
corruption that prompted  
Russia's intervention in  
the 2016 US presidential  
election. At once a  
financial caper, an***

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***international adventure,  
and a passionate plea for  
justice, Freezing Order is***

***a stirring morality tale***

***about how one man can***

***take on one of the most***

***ruthless villains in the***

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***world—and win.***

***To avoid grabbing every***

***business owner he meets***

***by the shoulders and***

***shaking them, millionaire***

***maker Dan S. Kennedy***

***has joined with marketing***

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***strategist Kim Walsh-Phillips to help business owners, private practice professionals, and professional marketers start making dollars and cents of their social***

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***media marketing. Daring  
readers to stop accepting***

***non-monetizable “likes”***

***and “shares” for their***

***investment of time,***

***money, and energy,***

***Kennedy and Walsh-***



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***Phillips urge readers to see their social platforms for what they***

***are—another channel to reach customers and gain leads and sales for their efforts. Illustrated by***

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***case studies and examples, this No B.S.***

***guide delivers practical strategies for applying***

***the same direct- response marketing rules Kennedy***

***has himself found***

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***effective in all other  
mediums. Covers: •How  
to stop being a wimp and  
make the switch from a  
passive content presence  
into an active conversion  
tool •How to become a***

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***lead magnet by setting up***

***social media profiles that***

***focus on the needs of***

***ideal prospects (not the***

***product or service)***

***•Creating raving fans***

***that create introductions***

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*to their networks • How to*

*move cold social media*

*traffic into customers*

*• The role of paid media*

*and how to leverage*

*social media advertising*

*to drive sales*

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***The Ultimate No Holds***

***Barred Anthology***

***Freezing Order***

***No B.S. Ruthless***

***Management***

***Operations Management***

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***in Context***  
***Broken Windows, Broken***  
***Business***  
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Getting Rich

*'If strategy is the queen of business,  
then this book offers us the perfect  
introduction to her court! It is*

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*accessible, lively, and informative. The book repays the reader with wonderful account of how strategy works. It also lets the reader in on some of the darker secrets of strategy' - André Spicer, Associate Professor of Organisation Studies,*



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Strategy is a welcoming, lively and  
thought provoking account that  
helps students get to grips with  
strategy's key issues and broad  
debates and introduce them to the  
latest ideas. Conceived by Chris*

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*textbooks, each book in the 'Very*

*Short, Fairly Interesting and*

*Reasonably Cheap' series takes a*

*core area of the curriculum and*

*turns it on its head by providing a*

*critical and sophisticated overview*

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*of the key issues and debates in an*

*informal, conversational and often*

*humorous way. Suitable for*

*students of strategy at*

*Undergraduate, Masters and MBA*

*level, professionals involved in*

*strategic decision making and*

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*anyone interested in how strategy works.*

*Millionaire maker Dan S. Kennedy and marketing strategist Jason*

*Marrs dare you to re-examine your every belief about pricing and empower you to take a more*

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*creative, more effective, bold approach to your price-and prosperity. Kennedy and Marrs don't offer little tricks, like new ways to say 50% off, half off, or 2 for 1.*

*They tell you the secret to setting prices for the greatest gain. Then*

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*they teach you how to avoid the*

*ultimate price and fee failures-like*

*attracting customers who buy by*

*price. You'll discover how to*

*compete with FREE, learn how to*

*discount without damage, and*

*uncover the key to price elasticity.*

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*Most importantly, you'll grasp how*

*to use price to your extreme*

*advantage and grant yourself the*

*power to be as profitable as*

*possible. Reveals: The 9 ultimate*

*price and fee failures The trick*  
*behind discounting without*

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*competitors Why price cutting isn't*

*the cure for the recession and what*

*is Book jacket.*



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*Unfortunately, two years after opening his bike shop, JJ finds*

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*himself in a place that is all too familiar to most business owners—struggling to stay afloat. That all changes, fast, when an athlete he coaches teaches him how to turn the store's profitability around with seven key "10% Wins."*

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*by inviting readers on a journey into the lives of two characters who each have something valuable to teach the other. Through the use of down-to-earth dialogue and realistic business challenges, readers will immediately be pulled into the story*

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*of JJ and Charlie, and how they each learn to hit their stride and turn profitability around. Now revised and updated, this "inspired, impactful, and important" book shows how to achieve the ultimate success by rectifying the*

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*small problems that can sink a business (Stephen R. Covey, author of *The 7 Habits of Highly Effective People*). Once every few years a book comes along with an insight so penetrating, so powerful—and so simply, demonstrably true—that it*

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*Broken Windows, Broken Business,  
a breakthrough in management*

*theory that can alter the destiny of  
countless companies striving to stay  
ahead of their competition. In this*

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*vital work, author Michael Levine*

*offers compelling evidence that*

*problems in business, large and*

*small, typically stem from inattention*

*to tiny details. Social psychologists*

*and criminologists agree that if a*

*window in a building is broken and*



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*left unrepaired, soon thereafter the*

*rest of the windows will be*

*broken—and the perception will*

*build that crime in that*

*neighborhood is out of control. The*

*same principle applies to business.*  
*Drawing on real-world corporate*

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*examples, from JetBlue's decision*

*to give fliers what they really*

*want—leather seats, personal*

*televisions, online ticketing - to*

*Google's customer-based strategy*

*for breaking out of the pack of*

*Internet search engines, to business-*

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any business to one that dots its i's,

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crosses its t's, and attracts more  
clients, Broken Windows, Broken

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of what makes all enterprises

successful—the little things that  
mean a lot.

*How the Smallest Remedies Reap*

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*Notes on Startups, or How to Build*

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*Than You Think*

*When They Win, You Win*

*Almost Alchemy*

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offers a hard-hitting

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better. The leadership

enterprise is enormous, with

billions of dollars,

thousands of books, and

hundreds of thousands of

blogs and talks focused on



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improving leaders. But what  
we see worldwide is employee

disengagement, high levels

of leader turnover and

career derailment, and

failed leadership

development efforts. In

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remade. He sets the record

straight on the oft-made

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myths of leadership, he

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evidence and better

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when a down-and-out fire

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and partly educated fire  
witch, is behind on her rent  
in the city of

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into the job and joins a

team of highly peculiar

women tasked with protecting

their wealthy charge from

unknown assassins. Delly

quickly sets her sights on

one of her companions, the

confident and well-bred Winn



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reanimated mouse named  
Buttons, Delly and Winn are

determined to get the best

of an adversary who wields a

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friends in the highest of

places.

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that maintaining a happy,  
engaged workforce  
consistently drives  
measurably better business  
results across the board. In  
When They Win, You Win, Russ  
Laraway, the Chief People  
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organizational planners and

managers how to develop

incredible levels of

employee engagement. The

book identifies three key

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elements: clear direction-  
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career goals. Russ Laraway's

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happy, productive, and

engaged team. Happy results

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your customers, your

shareholders, and your

employees alike.

Myths of Management

*Page 152/238*



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trap of cliché, misinformation  
and prejudice. This engaging

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business examples, to give

you the essential knowledge

you need to become a better

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million business owners as  
an advisor and business  
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opportunity, increase  
personal value, and change  
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they often think he's a

madman. His controversial

rules for doing

business—rules that aren't

taught at Harvard Business

School—include: The best

family business has one

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member. Weekends are for working, not playing golf or coaching. Never pay your vendors on time. Wear your control freak badge with pride. Quit denial: if your business is failing during a

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Services, Cloutier has

emerged as "the leading

advocate for small business"

(Reuters), having spent over

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thirty years guiding business owners through the tough choices that line the road to profitability. He and his company have worked with more than six thousand companies, averting certain

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ruin for some and generating  
seemingly impossible growth  
and profitability for others.

Cloutier graduated from  
Harvard College and Harvard  
Business School, but the  
lessons in this book aren't

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from there. Unlike his classmates, most of whom headed straight to Wall Street, Cloutier has been on the docks at 2 a.m. counting heads of lettuce for food distributors to make sure



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nothing would disappear  
without a waybill. He's spent

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truck stops, making sure

sticky fingers stayed out of

the tills. Cloutier and his

colleagues at American

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doing whatever it takes to

bring their clients'

businesses back into long-

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the Only Thing is the long-  
overdue wake-up call for 23  
million small- and midsize

business owners across

America. This book serves up

the hard-boiled,

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aspiring and established

entrepreneurs, without

apologies. His no-nonsense

advice may be hard to hear

at times, but it works.

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an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a

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developing the right sales  
letter for any business.  
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power of its opposite. Dividing this

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He then presents a rigorous training regimen, presented as a series of

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