

## Pitch Anything La Presentazione Perfetta Il Metodo Innovativo Per Comunicare Convincere E Farsi Dire Sempre Di S

In un contesto fortemente competitivo, in cui la relazione commerciale è un elemento critico, sapere quali soluzioni e comportamenti sono più funzionali per il successo della vendita diventa strategico. Dall'inizio degli anni Duemila, lo sviluppo di potenti strumenti di indagine sul cervello e le neuroscienze hanno reso possibile scoprirli: oggi, infatti, sappiamo come vengono prese le decisioni e, di conseguenza, possiamo applicare queste fondamentali conoscenze alle relazioni commerciali. Con il neuroselling – quella disciplina che considera centrali, nei processi di vendita, le funzioni del cervello e il rapporto della mente umana con emozioni e scelte – tutti i venditori potranno diventare dunque più efficaci ed efficienti, aumentando le vendite e mandando in soffitta conoscenze obsolete che non servono più a nulla.

THE GROUNDBREAKING NEW METHOD FOR RAISING VENTURE CAPITAL THROUGH SOCIAL NETWORKS “The declaration of independence for our industry!” —MAT DELLORSO, WealthForge Inc. “The Crowdfunding Revolution should be on the mandatory reading list for everybody active in the industry or for everyone who’s planning to be.” —CROWDFUND NEWS “Kevin Lawton and Dan Marom have done a great job. . . . A must-read for everybody entering the field of crowdfunding!”—GIJSBERT KOREN, Smarter Money “We recommend this book highly to anyone who is fascinated by this new methodology for funding projects and endeavors. . . . A wonderful read.” —BRIAN MEECE, RocketHub “Read this book if you want to catch the next wave!” —FRED BRYANT, WealthForge Inc. “A must-read for anyone interested in the early stage funding process.” —MANDAR KULKARNI, pluggd.in “The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs.” —SMALL BUSINESS TRENDS YOUR POOL OF INVESTORS JUST INCREASED BY 2 BILLION. . . . Since the day the first human being approached a prospective investor, the province of capital allocation has been controlled by a small and entrenched minority. All this has changed. Now, the power of the Internet—particularly social media—enables anyone to connect with more investors in less time than it used to take to connect with one. The investing pool is open, everyone is in—and The Crowdfunding Revolution shows how to get to the forefront of the new world of venture financing. This groundbreaking guide explains how the explosive growth of connectivity is obviating human-to-human networks and centralized planning of capital allocation—and describes how crowdfunding can be used to tap into a “collective intelligence” for far superior results. Providing a wealth of information that will make your crowdfunding efforts more efficient and productive, the book is organized into three thematic sections: THE ROAD HERE: A thorough overview of what crowdfunding is—and how and why this radical new approach is replacing traditional means of venture financing THE CROWDFUNDING CAMPAIGN: Proven methods for marketing to the crowd, setting clear objectives, building a crowdfunding team, and communicating in a way that inspires action THE ROAD AHEAD: The crowdfunding ecosystem, intellectual property issues, mining collective IQ, new investment models, and regulations More than 2 billion people globally are now active online—and that number is guaranteed to grow at an extraordinary rate. The Crowdfunding Revolution explains all the ins and outs of raising investment capital by using social media and new technologies to draw small sums of money from an almost countless number of sources. Organic. Transparent. Decentralized. This is crowdfunding. This is the future. Read The Crowdfunding Revolution and become the first expert in your crowd on this radical new approach poised to supplant age-old venture financing methods.

A new edition of this classic title.

Gold Medal Winner—Tops Sales World’s Best Sales and Marketing Book “Fast, fun and immensely practical.” —JOE SULLIVAN, Founder, Flextronics “Move over Neil Strauss and game theory. Pitch Anything reveals the next big thing in social dynamics: become the first expert by business.” —JOSH WHITFORD, Founder, Echelon Media “What do supermodels and venture capitalists have in common? They hear hundreds of pitches a year. Pitch Anything makes sure you get the nod (or wink) you deserve.” —RALPH CRAM, Investor “Pitch Anything offers a new method that will differentiate you from the rest of the pack.” —JASON JONES, Senior Vice President, Jones Lang LaSalle “If you want to pitch a product, raise money, or close a deal, read Pitch Anything and put its principles to work.” —STEVEN WALDMAN, Principal and Founder, Spectrum Capital “Pitch Anything opened my eyes to what I had been missing in my presentations and business interactions.” —LOUIE UCCIFERRI, President, Regent Capital Group “I use Oren’s unique strategies to sell deals, raise money, and handle tough situations.” —TAYLOR GARRETT, Vice President, White Cap “A counter-intuitive method that works.” —JAY GOYAL, CEO, SunOpti About the Book: When it comes to delivering a pitch, Oren Klaff has unparalleled credentials. Over the past 13 years, he has used his one-of-a-kind method to raise more than \$400 million—and now, for the first time, he describes his formula to help you deliver a winning pitch in any business situation. Whether you’re selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, Pitch Anything will transform the way you position your ideas. According to Klaff, creating and presenting a great pitch isn’t an art—it’s a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you’ll remain in complete control of every stage of the pitch process. Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrinsic Offering the Prize Nailing the Hookpoint Getting a Decision One truly great

Menti al sicuro il tuo futuro

Semiotics, Marketing and Communication

Good in a Room

Win the Sale Without Compromising on Price

Virtual Selling: How to Build Relationships, Differentiate, and Win Sales Remotely

Exactly Where to Start

Generational Conflict and Third-wave Feminism

Rebellious generations and the emergence of new feminisms.

Un millennial squattrinato senza un indirizzo preciso nella vita. E un business guru esperto di innovazione tecnologica che si mette in testa di aiutarlo a svoltare. Nel giro di un anno, il ragazzo si ritrova imprenditore di successo, con un milione di dollari in banca. È la storia vera di Vin Clancy, aspirante marketer approdato negli Stati Uniti in cerca di fortuna, e dell'esperimento con il quale Samit ha voluto mettere alla prova l'esperienza e le competenze acquisite in un'intera carriera e condensate nelle sue "dodici verità". Seguendo i progressi di Vin, sapientemente consigliato dal suo mentore, nel faticoso ma incredibile percorso per costruirsi una sicurezza economica, Metti al sicuro il tuo futuro traccia una guida fondamentale per chiunque aspiri ad avviare una propria attività, fornendo preziosi consigli su questioni imprenditoriali complesse come:
• identificare l'idea e il mercato intorno a cui costruire la propria azienda,
• avviare/ra con capitali scarsi (se non inesistenti),
• imparare a riconoscere e cogliere le occasioni più redditizie,
• sfruttare le tre principali paure per incrementare le vendite,
• trovare dei mentori che possano accelerare il percorso verso il successo.
Con la giusta mentalità e i giusti consigli, chiunque puo diventare milionario.

L'alfabeto di un professionista del parlato
Le analogie between central motor programs for speech and for limb movements. Discussions focus on regulation of cerebral motor cortex output by afferent input, goal-orientation and voluntary movement, interaction of transcortical and segmental reflexes, plasticity of speech gestures, and the task of the speech motor system. The text then takes a look at speech production mechanisms in aphasia and functional landscapes in the cerebral cortex related to speech, as well as motor errors and phonetic transcription studies and correlational analysis of consonant preferences in infants, languages, and aphasic errors. The publication ponders on functional landscapes in the cerebral cortex related to speech; comment on the partial roles of the cerebral hemispheres for speech; and speech breathing kinematics and mechanism inferences. The text also ponders on the aspects of voice production and motor control, vocal fold kinesiology, and oral mechanoreceptors. The text is a dependable reference for readers interested in speech motor control.

Semiotics, or the study of signs, plays an increasingly important role within marketing as a guide to psychological and social aspects of communication. Jean-Marie Floch provides an introduction to the potential offered by a semiotic approach to a variety of marketing and communication problems or situations. Key semiotic concepts and principles are gradually introduced using real life studies.

The New Psychology of Time That Will Change Your Life

The Time Paradox

Strange Case of Dr Jekyll and Mr Hyde

Il metodo innovativo per comunicare, convincere e farsi dire sempre di sì

Getting People to Think Your Idea Is Their Idea

Papers in Honour of Brian Shefton

Banquet for the Damned

You've every significant choice -- every important decision you make -- is determined by a force operating deep inside your mind: your perspective on time -- your internal, personal time zone. This is the most influential force in your life, yet you are virtually unaware of it. Once you become aware of your personal time zone, you can begin to see and manage your life in exciting new ways. In The Time Paradox, Drs. Zimbardo and Boyd draw on thirty years of pioneering research to reveal, for the first time, how your individual time perspective shapes your life and is shaped by the world around you. Further, they demonstrate that your and every other individual's time zones interact to create national cultures, economics, and personal destinies. You will discover what time zone you live in through Drs. Zimbardo and Boyd's revolutionary tests. Ask yourself: [] Does the smell of fresh-baked cookies bring you back to your childhood? [] Do you believe that nothing will ever change in your world? [] Do you believe that the present encompasses all and the future and past are mere abstractions? [] Do you wear a watch, balance your checkbook, and make to-do lists -- every day? [] Do you believe that life on earth is merely preparation for life after death? [] Do you ruminate over failed relationships? [] Are you the life of every party -- always late, always laughing, and always broke? These statements are representative of the seven most common ways people relate to time, each of which, in its extreme, creates benefits and pitfalls. The Time Paradox is a practical plan for optimizing your blend of time perspectives so you get the utmost of every minute in your personal and professional life as well as a fascinating commentary about the power and paradoxes of time in the modern world. No matter your time perspective, you experience these paradoxes. Only by understanding this new psychological science of time zones will you be able to overcome the mental biases that keep you too attached to the past, too focused on immediate gratification, or unhealthily obsessed with future goals. Time passes no matter what you do -- it's up to you to spend it wisely and enjoy it well. Here's how.

This book will change the way you think about persuasion, and have you closing deals in no time. These days, it's just not enough to make a great pitch. Over decades of being marketed, pitched, sold (and lied) to, we've grown resistant to sales persuasion. The moment we feel pressured to buy, we pull away. And if we're told what to think, our defences go up. That's why Oren Klaff, bestselling author of Pitch Anything, has devised a new approach to persuasion based on a simple insight: everyone trusts their own ideas. Instead of pushing your idea on your buyer, guide them to discover it on their own and they will get excited about it. They'll buy in and feel good about the chance to work with you. In Flip the Script, Klaff breaks down this insight into a series of actionable steps. You will learn how to:
\*Achieve Status Alignment: Use a status tip-off, a strategically placed remark that identifies you as an insider who can relate to your client's concerns.
\*Close the Certainity Gap: Allay your buyer's fears about going into business with you by delivering a flash roll, proving your expertise in the domain.
\*Present Your Idea as Plain Vanilla: Don't overhype your product as a first-of-its-kind solution. The more you emphasise the familiar, reliable elements of your product, the easier you make it for your buyer to say yes. Packed with examples of the long-shot, often hilarious deals that Klaff has pulled off over the years, Flip the Script is the most entertaining, informative masterclass in dealmaking you'll find anywhere. It will transform your approach to pitching, leaving you fully prepared to raise money, seal deals and keep your cool in the toughest business situations.

Public Speaking is an important skill which anyone can acquire and develop. The book consists of basic principles of effective speaking, technique of effective speaking, and the three aspects of every speech and effective methods of delivering a talk. All this relates to business, social and personal satisfaction which depend heavily upon our ability to communicate clearly to others. A must read book for effective speaking.

L'affieamento di persone fa correre i muscoli e impedisce alle donne e agli uomini di essere imperturbabili ed efficienti come 007. Liberarsi dallo stress è come guarire da una malattia mortale: grazie a questa convinzione nasce questo manualetto da tenere sempre a portata di mano. Zittire la mente e ottenere la serenità originaria è possibile grazie a semplici e brevi tecniche da applicare anche mentre si sta aspettando l'autobus. Lo stress è sempre in agguato e quando arriva, prepotente e all'improvviso, si è colti impreparati. L'utile "pronto soccorso" contenuto nel manuale suggerisce delle semplici tecniche per controllare l'ansia e gli improvvisi attacchi di panico. Un libretto da e per vivere, perché quando il messaggio sarà arrivato nella profondità del cervello, allora la vita cambierà.

Not My Mother's Sister

Life and Letters of Lord Macaulay

Oversubscribed

Electric Polarization, Orbital Magnetization and Topological Insulators

Greek Identity in the Western Mediterranean

Present Visual Stories that Transform Audiences

Theory of Restoration

Ultimately, people follow people that they like, trust, and believe in. Understand how to build stronger relationships with direct and indirect reports that lead to loyalty, higher productivity, and long-term development. Practical lessons help managers employ winning interpersonal skills to move others to take action.

The 16 stories in this collection deal with confrontation, struggle, and survival amidst the unforgiving violence of nature. Set in the hauntingly beautiful and dangerously remote lands of southern Patagonia and Tierra del Fuego, the narration acquires a magical tone in describing the strife of man in the doubly isolating landscape of human nature within the surrounding environment.

This collection of essays, in honour of Professor B.B. Shefton, provides an innovative exploration of the culture of the Greek colonies of the Western Mediterranean, their relations with their non-Greek neighbours, and the evolution of distinctive regional identities.

A History of Architectural Conservation expands knowledge about the conservation of ancient monuments, works of art and historic buildings. It includes the origins of the interest in conservation within the European context, and the development of the concepts from Antiquity and the Renaissance to the present day. Jokilehto illustrates how this development has influenced international collaboration in the protection and conservation of cultural heritage, and how it has formed the principal concepts and approach to conservation and restoration in today's multi-cultural society. This book is based on archival research of original documents and the study of key restoration examples in countries that have influenced the international conservation movement. Accessible and of great interest to students and the general public it includes conservation trends in Europe, the USA, India, Iran and Japan.

Resonate

The First Six Seconds

How to Get People Lining Up to Do Business with You

A Modern Story

Public speaking e presentazioni efficaci - Organizzare speech di successo grazie a parole, emozioni e comunicazione non verbale

How to Use Brain Science to Engage, Persuade, and Change Minds in Business and in Life

People Follow You

Byzantine intellectuals not only had direct access to Neoplatonic sources in the original language but also, at times, showed a particular interest in them. During the Early Byzantine period Platonism significantly contributed to the development of Christian doctrines and, paradoxically, remained a rival world view that was perceived by many Christian thinkers as a serious threat to their own intellectual identity. This problematic relationship was to become even more complex during the following centuries. Byzantine authors made numerous attempts to harmonize Neoplatonic doctrines with Christianity as well as to criticize, refute and even condemn them. The papers assembled in this volume discuss a number of specific questions and concerns that drew the interest of Byzantine scholars in different periods towards Neoplatonic sources in an attempt to identify and explore the central issues in the reception of Neoplatonic texts during the Byzantine era. This is the first volume of the sub-series "Byzantinisches Archiv - Series Philosophica", which will be dedicated to the rapidly growing field of research in Byzantine philosophical texts.

This book is the first to establish the relevance of same-sex desires, pleasures and anxieties in the cinema of post-war Italy. It explores cinematic representations of homosexuality and their significance in a wider cultural struggle in Italy involving society, cinema, and sexuality between the 1940s and 1970s. Besides tracing the evolution of representations through both art and popular films, this book also analyses connections with consumer culture, film criticism and politics. Giori uncovers how complicated negotiations between challenges to and valorization of dominant forms of knowledge of homosexuality shaped representations and argues that they were not always the outcome of hatred but also sought to convey unmentionable pleasures and complications. Through archival research and a survey of more than 600 films, the author enriches our understanding of thirty years of Italian film and cultural history.

Reveals the underlying story form of all great presentations that will not only create impact, but will move people to action Presentations are meant to inform, inspire, and persuade audiences. So why then do so many audiences leave feeling like they've wasted their time? All too often, presentations don't resonate with the audience and move them to transformative action. Just as the author's first book helped presenters become visual communicators, Resonate helps you make a strong connection with your audience and lead them to purposeful action. The author's approach is simple: building a presentation today is a bit like writing a documentary. Using this approach, you'll convey your content with passion, persuasion, and impact. Author has a proven track record, including having created the slides in Al Gore's Oscar-winning An Inconvenient Truth Focuses on content development methodologies that are not only fundamental but will move people to action Upends the usual paradigm by making the audience the hero and the presenter the mentor Shows how to use story techniques of conflict and resolution Presentations don't have to be boring ordeals. You can make them fun, exciting, and full of meaning. Leave your audiences energized and ready to take action with Resonate.

Over the past twenty-five years, mathematical concepts associated with geometric phases have come to occupy a central place in our modern understanding of the physics of electrons in solids. These 'Berry phases' describe the global phase acquired by a quantum state as the Hamiltonian is changed. Beginning at an elementary level, this book provides a pedagogical introduction to the important role of Berry phases and curvatures, and outlines their great influence upon many key properties of electrons in solids, including electric polarization, anomalous Hall conductivity, and the nature of the topological insulating state. It focuses on drawing connections between physical concepts and provides a solid framework for their integration, enabling researchers and students to explore and develop links to related fields. Computational examples and exercises throughout provide an added dimension to the book, giving readers the opportunity to explore the central concepts in a practical and engaging way.

Dodici verità per prendere il controllo del tuo futuro lavorativo

High-Profit Selling

The Buddha, Geoff and Me

The Quick and Easy Way to Effective Speaking

Stradbroke Dreamtime

Cape Horn and Other Stories from the End of the World

Encyclopaedia Anatomica

Reproduction of the original: Life and Letters of Lord Macaulay by G.O. Trevelyan

For salespeople feeling stressed and disappointed that their customers don't want to hear from them, this guide is the key to developing the mindset and habits required to reach a new level of sales success. The world of sales can be tough, so it's easy to get discouraged when the rejections start piling up and your customers stop answering the phone. This allows the wrong thought patterns to start dominating your mind, making quotas and then you begin looking at job listings waiting for your next downfall. Sales expert Mark Hunter can relate as his start to sales was discouraging. The lessons he's learned throughout his career are revealed in A Mind for Sales. He discovered that sales can be incredibly rewarding, such as customers calling you for advice, thanking you for improving their business, and referring you to colleagues. The difference is simply developing mindset and momentum habits. In A Mind for Sales, you'll learn how to:
Feel energized by renewed purpose and success in your sales role by following the success cycle approach.
Receive practical strategies on how to change your mindset and succeed in sales.
Learn the daily habits needed to maximize productivity and make hitting the ground running strategy #1.
Gain real-world insights from Hunter's vast experience as a successful sales professional and sales coach.
Let this book inspire and prepare you to form the new habits you need to succeed and to realize the incredible rewards that a successful life in sales makes possible.

Have you ever queued for a restaurant? Pre-ordered something months in advance? Fought for tickets that sell out in a day? Had a hairdresser with a six-month waiting list? There are people who don't chase clients, clients chase them. In a world of endless choices, why does this happen? In this book, entrepreneur and author Daniel Priestley explains why and, most importantly, how. This is a recipe for ensuring demand outstrips supply for your product or service, and you have scores of customers lining up to give you money

THE BESTSELLING AUTHOR OF PITCH ANYTHING IS BACK TO FLIP YOUR ENTIRE APPROACH TO PERSUASION. Is there anything worse than a high-pressure salesperson pushing you to say "yes" (then sign on the dotted line) before you're ready? If there's one lesson Oren Klaff has learned over decades of pitching, presenting, and closing long-shot, high-stakes deals, it's that people are sick of being marketed and sold to. Most of all, they hate being told what to think. The more you push them, the more they resist. What people love, however, is coming up with a great idea on their own, even if it's the idea you were guiding them to have all along. Often, the only way to get someone to sign is to make them feel like they're smarter than you. That's why Oren is throwing out the old playbook on persuasion. Instead, he'll show you a new approach that works on this simple insight: Everyone trusts their own ideas. If, rather than pushing your idea on your buyer, you can guide them to discover it on their own, they'll believe it, trust it, and get excited about it. Then they'll buy in and feel good about the chance to work with you. That might sound easier said than done, but Oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation. And as you'll see in this book, Oren has been in a lot of different situations. He'll show you how he got a billionaire to take him seriously, how he got a venture capital firm to cough up capital, and how he made a skeptical Swiss banker see him as an expert in banking. He'll even show you how to become so compelling that buyers are even more attracted to you than to your product. These days, it's not enough to make a great pitch. To get attention, create trust, and close the deal, you need to flip the script.

Pitch anything. La presentazione perfetta. Il metodo innovativo per comunicare, convincere e farsi dire sempre di sì

Byzantine Perspectives on Neoplatonism

The Practical Guide to Turn Your BIG Idea into Reality

Da portare sempre con sé e da consultare in caso di necessità

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal

Homosexuality and Italian Cinema

From the Fall of Fascism to the Years of Lead

Il mondo intorno a noi cambia costantemente, se non siamo in grado di affrontare queste trasformazioni saremo costretti a reagirvi in maniera passiva. Due studiosi di calibro internazionale, due lezioni preziose per imparare ad affrontare i cambiamenti con consapevolezza e determinazione. Robert Dilts si concentra sui temi della crisi, della transizione e della trasformazione, con l'obiettivo di cogliere le fondamenta del cambiamento e di trasformarlo in progresso: aver chiaro dove siamo e dove vogliamo arrivare permette di decidere quale direzione prendere e di sapersi invece, sul coraggio necessario per cambiare: a partire dalle basi neurofisiologiche della paura (che genera come risposta il coraggio) esamina la resistenza al cambiamento e le strategie per realizzarlo.

"A step-by-step guide to using the brain's hardwired desire for story to achieve any goal, whether it's successfully pitching a product, saving the planet, or convincing your kids not to text and drive, from the author of Wired for Story"--

Klaff and his team explore the complex and amazing universe that lives beneath your skin From the ecometric Museum La Specola in Florence comes this amazing collection of waxworks depicting human anatomy in all its dazzling complexity. A selection of wax bodies and body part and organ studies from the museum's collection is presented here: from skeletons to vein structures, organs to nerves, and arteries to the delicate pores of the skin, the human body is mapped out in meticulous and exacting detail. Texts explaining the human anatomy in layperson's terms complete this "total body experience".

Whether you work in Hollywood or not, the fact is that selling ideas is really difficult to do. The reason the pitching secrets of the most successful writers and directors are relevant is because these people have evolved an advanced method for selling ideas. Whether you're a screenwriter, a journalist with an idea for a story, an entrepreneur with a business plan, an inventor with a blueprint, or a manager with an innovative solution, if you want other people to invest their time, energy, and money in your idea, you face an uphill battle.... When I was at MGM, production schedules. The toughest part of my job was whenever I had to say "No" to an idea that was almost there. I had to say no a lot. Every buyer does. The buyer's work is to say yes to projects that are ready, not almost ready. And no matter how good the script is, if the seller can't pitch it in a compelling way, how can the buyer see the potential? How can he get his colleagues on board? How can he recommend the seller to his superiors? The fact is that poor pitches doom good projects. It happens all the time. The ideas, products and services that are getting up over it. Instead, let's accept the challenge and learn the strategies and tactics that will allow us (and our ideas) to succeed. -From GOOD IN A ROOM Business consultant and former MGM Director of Creative Affairs Stephanie Palmer reveals the techniques used by Hollywood's top writers, producers, and directors to get financing for their projects - and explains how you can apply these techniques to be more successful in your own high-stakes meetings. Because, as Palmer has found, the strategies used to sell yourself and your ideas in Hollyw are a manager or executive with an innovative proposal, a professional with a hot concept, a salesperson selling to a potential client or investor, or an entrepreneur with a business plan, GOOD IN A ROOM shows you how to: Master the five stages of the face-to-face meeting Avoid the secret dealbreakers of the first ninety seconds Be confident in high-pressure situations Present yourself better and more effectively than you ever have before Whether you want to ask for a raise, grow your client list, launch a new business or find financing for a creative proj yourself, as well GOOD IN A ROOM shows you how to construct a winning presentation and deliver the kind of performance that will get your project greenlighted, whatever industry you are in.

History of Architectural Conservation

Alignment, Execution, and Transformation

Corporate Strategy for a Sustainable Growth

Flip the Script

Plan of a Novel According to Hints from Various Quarters

Vadeneccum antstress

A Mind for Sales

*Ed is having a hard time at work, in his love life and, well, generally. Then he meets an unlikely Buddhist - who drinks and smokes and talks his kind of language. Bit by bit, things begin to change... Ed doesn't always take Geoff's advice. Or, when he does he lapses at the crucial moment. His path to understanding is not a straight one, especially as life keeps throwing more and more 'stuff' at him. Often he fails - like most of us, in fact. But sometimes he manages to get it right. And when he does, surprising things begin to happen ... In The Buddha, Geoff and Me Edward Canfor-Dumas brings all his skills to bear in an absorbing story of everyday city life, where the characters stand out with all their human strengths and weaknesses, and the ending brings Ed - and perhaps all of us? - a hope we didn't necessarily expect. The Buddha, Geoff and Me - for anyone who's ever begun to wonder what the whole damn thing is all about ...*

*Few believe Professor Caldwell could communicate with spirits. But in Scotland's oldest university town something has passed from darkness into light. Now, the young are being haunted by night terrors and those who are visited disappear. This is certainly not a place for outsiders, especially at night. So what chance do a rootless musician and burned-out explorer have of surviving their entanglement with an ageless supernatural evil and the ruthless cult that worships it? A chilling occult thriller from award-winning author Adam Nevill, Banquet for the Damned is both a homage to the great age of British ghost stories and a pacy modern tale of Devil worship and witchcraft.*

*Presentare un progetto a potenziali finanziatori, cercare di conquistare un nuovo cliente, chiedere un aumento di stipendio. Situazioni diverse, che tutti prima o poi ci troviamo ad affrontare, ma con un unico obiettivo: catturare l'attenzione, convincere, farsi dire di sì. In questo libro Oren Klaff, professionista della persuasione applicata agli investimenti finanziari, presenta il metodo che nella sua brillante carriera gli ha permesso di raccogliere fondi per oltre un miliardo di dollari. Il metodo strong, a differenza delle tecniche di vendita tradizionali, insegna a parlare alla parte più primitiva del cervello umano. È basato su anni di sperimentazione e di ricerca nel campo della neuroinanza, che unisce le neuroscienze alle discipline economiche. Permette di far arrivare a destinazione il messaggio, di far emergere il lato interessante della vostra idea e fa sì che l'interlocutore sia spontaneamente attratto dalla vostra proposta, al punto che alla fine sarà lui a rincorrevvi. A voi non resterà altro che incassare un "sì".*

*Questo volume develops a model for evaluating strategic decisions and integrating the economic, financial, social, and environmental dimensions. It deeply studies the theme of growth strategies and investigates the relationships between corporate strategy, ownership, and corporate governance. The authors address the issue of "corporate strategy decisions" by proposing: select among the theoretical reflections those most attentive to the needs of entrepreneurs and managers; spread greater awareness of the importance of such decisions in the context of profitable and sustainable growth paths of companies; and favor processes of strategic-organizational change based on the creation of new models of corporate strategy, rather than just new business models.*

Story Or Die

Daily Habits and Practical Strategies for Sales Success

Speech Motor Control

The Annotated Dr Jekyll and Mr Hyde

Berry Phases in Electronic Structure Theory

The Crowdfunding Revolution: How to Raise Venture Capital Using Social Media

Get out of your own way and bring your ideas to life! Exactly Where to Start is a playbook for everyone with a great idea, everyone with a goal in mind, and everyone with a specific destination but no journey. We 've been told all our lives that " good things come to those who wait " —but that ' s a myth. Good things come to those who do. Too often, we get stuck in the " getting ready " stage: research, analysis, brainstorming, and more research; we feel like we need to know everything there is to know about what we want to do before we ever take the first steps. Meanwhile, the people who actually go out and do the thing are taking risks, learning lessons, and making strides toward their goals every single day. Isn ' t it time you joined them? This book coaches you through the journey with precise, actionable steps that help you take that all-important first leap and keep the momentum going. Discard the distractions, break through the overwhelm, and get going for real with this real-world blueprint for turning your vision into reality. Snap yourself out of " analysis paralysis " Stop thinking you need to know everything before you even begin Make

those big decisions and focus in on your goals Chart your journey ' s path, and get up and get started today Many of us have fallen into a trap: we no longer believe that " anything is possible " , yet we are surrounded by proof that everything is possible! But we are distracted, harried, overwhelmed, and maybe a little intimidated. Our dreams remain forever in limbo, and we may go to our graves before we venture beyond the " planning stage " . Don ' t let that happen—don ' t you deserve to realize your goals? Exactly Where to Start gives you the kick in the pants and the practical plan you need to stand up, step up, and make it happen.

Per creare, progettare ed esporre una presentazione in modo efficace sono necessari diversi ingredienti e diverse capacità . L ' arte delle presentazioni, in presenza e online, richiede un metodo preciso, una grande consapevolezza e notevoli conoscenze. Quali sono gli aspetti che rendono uno speech di successo e quali invece portano a un lavoro mediocre? In queste pagine ti propongo una dettagliata analisi di tutto quello che è indispensabile fare per ottenere un risultato ottimale: dalla preparazione all ' organizzazione delle slide, all ' approccio generale, fino ad arrivare all ' utilizzo consapevole di parole, emozioni e comunicazione non verbale. Grazie alla combinazione di tecniche e strumenti pratici, storie ed esempi reali e contributi di alcuni professionisti esperti nel settore, ti fornirò una vera e propria guida per presentazioni autentiche, che restino impresse nella memoria di chi ascolta e che sappiano emozionare realmente.

In the high-pressure quest to make a sale, acquire a contract, and beat out other bidders, sales professionals frequently resort to cutting prices, offering discounts, or making other concessions that cut into their operating margins ò short-term strategies that are destructive to the long-term sustainability of their business. High-Profit Selling helps readers understand that their sales goal shouldn't simply be to sell more, but to sell more at a higher price à and that success comes only to those focused on ò profitable sales. ò This eye-opening book shows readers how to: Avoid negotiating ò Actively listen to customers ò Match the benefits of their product or service with the customer's needs and pains ò Confidently communicate value ò Successfully execute a price increase with existing customers ò Ensure prospects are serious and not shopping for price Too many salespeople believe that a sale at any price is better than no sale at all. This powerful guide helps move readers toward a profit-centered approach that will strength en their relationships and increase their bottom line.

Pitch anything

The Real Secret to What Matters Most in Leadership

Il coraggio di cambiare

Due lezioni per superare il timore del cambiamento e imparare a cogliere le opportunità à

Neuroselling

Il contributo delle neuroscienze alle tecniche di vendita

Proceedings of an International Symposium on Speech Motor Control, Held at the Wenner-Gren Center, Stockholm, May 11 and 12, 1981