

Platform Get Noticed In A Noisy World

Michael Hyatt

Every president has had a unique and complicated relationship with the intelligence community. While some have been coolly distant, even adversarial, others have found their intelligence agencies to be among the most valuable instruments of policy and power. Since John F. Kennedy's presidency, this relationship has been distilled into a personalized daily report: a short summary of what the intelligence apparatus considers the most crucial information for the president to know that day about global threats and opportunities. This top-secret document is known as the President's Daily Brief, or, within national security circles, simply "the Book." Presidents have spent anywhere from a few moments (Richard Nixon) to a healthy part of their day (George W. Bush) consumed by its contents; some (Bill Clinton and George H. W. Bush) consider it far and away the most important document they saw on a regular basis while commander in chief. The details of most PDBs are highly classified, and will remain so for many years. But the process by which the intelligence community develops and presents the Book is a fascinating look into the operation of power at the highest levels. David Priess, a former intelligence officer and daily briefer, has interviewed every living president and vice president as well as more than one hundred others intimately involved with the production and delivery of the president's book of secrets. He offers an unprecedented window into the decision making of every president from Kennedy to Obama, with many character-rich stories revealed here for the first time.

PlatformGet Noticed in a Noisy WorldThomas Nelson Inc

Rob Yeung, the author of *How to Win* offers hands-on knowledge and exercises to help you start standing out in business through ambition and innovation, rather than relying on legacy and scale. He shows you how to out-think the competition, focus on growth markets, and embrace technology in a more human way. *How to Stand Out* is divided into two parts — Part One delves deeper into the definition of a gamechanger, and offers information that will help you generate your own innovative business concepts. Part Two introduces you to over 100 case studies across a variety of sectors, offering a detailed look at how some of today's most impressive gamechangers have achieved their success. *How to Stand Out: The New Rules of Getting Noticed* has the power to guide you in revolutionizing your company's brand and your career by jumping into a whole new game.

Everyone gets 168 hours a week, but it never feels like enough, does it? Work gobbles up the lion's share--many professionals are working as much as 70 hours a week--leaving less and less for rest, exercise, family, and friends. You know, all those things that make life great. Most people think productivity is about finding or saving time. But it's not. It's about making our time work for us. Just imagine having free time again. It's not a pipe dream. In *Free to Focus*, New York Times bestselling author Michael Hyatt reveals to readers nine proven ways to

win at work so they are finally free to succeed at the rest of life--their health, relationships, hobbies, and more. He helps readers redefine their goals, evaluate what's working, cut out the nonessentials, focus on the most important tasks, manage their time and energy, and build momentum for a lifetime of success.

Writer Get Noticed!

Getting Noticed

How People Find (or Don't Find) Work Today

You Are a Writer (So Start Acting Like One)

Grassroots Marketing

Getting Noticed in a Noisy World

This is a story of reinvention. Jim Whitehurst, celebrated president and CEO of one of the world's most revolutionary software companies, tells first-hand his journey from traditional manager (Delta Air Lines, Boston Consulting Group) and "chief" problem solver to CEO of one of the most open organizational environments he'd ever encountered. This challenging transition, and what Whitehurst learned in the interim, has paved the way for a new way of managing—one this modern leader sees as the only way companies will successfully function in the future. Whitehurst says beyond embracing the technology that has so far disrupted entire industries, companies must now adapt their management and organizational design to better fit the Information Age. His mantra? "Adapt or die." Indeed, the successful company Whitehurst leads—the open source giant Red Hat—has become the organizational poster child for how to reboot, redesign, and reinvent an organization for a decentralized, digital age. Based on open source principles of transparency, participation, and collaboration, "open management" challenges conventional business ideas about what companies are, how they run, and how they make money. This book provides the blueprint for putting it into practice in your own firm. He covers challenges that have been missing from the conversation to date, among them: how to scale engagement; how to have healthy debates that net progress; and how to attract and keep the "Social Generation" of workers. Through a mix of vibrant stories, candid lessons, and tested processes, Whitehurst shows how Red Hat has blown the traditional operating model to pieces by emerging out of a pure bottom up culture and learning how to execute it at scale. And he explains what other companies are, and need to be doing to bring this open style into all facets of the organization. By showing how to apply open source methods to everything from structure, management, and strategy to a firm's customer and partner relationships, leaders and teams will now have the tools needed to reach a new level of work. And with that new level of work comes unparalleled success. The Open Organization is your new resource for doing business differently. Get ready to make traditional management thinking obsolete.

Michael Hyatt, one of the top business bloggers in the world, provides down-to-earth guidance for building and expanding a powerful

platform. To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. In this step-by-step guide, Michael Hyatt, former CEO and current Chairman of Thomas Nelson Publishers, takes readers behind the scenes, into the new world of social media success. He shows you what best-selling authors, public speakers, entrepreneurs, musicians, and other creatives are doing differently to win customers in today's crowded marketplace. Hyatt speaks from experience. He writes one of the top 800 blogs in the world and has more than 100,000 followers on Twitter. His large and growing platform serves as the foundation for his successful writing, speaking, and consulting practice. In Platform, Hyatt will teach readers not only how to extend their influence, but also how to monetize it and build a sustainable career. The key? By building a platform. It has never been easier, less expensive, or more possible than right now. . . The book includes: proven strategies easy-to-replicate formulas practical tips Social media technologies have changed everything. Now, for the first time in history, non-celebrities can get noticed-and win big!-in an increasingly noisy world. Endorsements: "I've known Michael Hyatt for more than a decade, and during that time I've seen him master just about every social media platform that's hit the scene. He's used blogging, Facebook, Twitter and more to expand his personal platform from a successful book publisher to a leading national brand of his own. Trust me, this guy knows what he's talking about-so pay attention!"-DAVE RAMSEY, New York Times Best-selling Author, Host, "The Dave Ramsey Show" "A generous book from a man who knows what he's talking about. Michael Hyatt has built a platform, and you can too."-SETH GODIN, New York Times Best-selling Author, We Are All Weird "Platform is absolutely essential to delivering value. As a big fan of Michael Hyatt, I'm excited he's sharing this with you. Your job? Learn about this and implement it. Your success depends on it."-CHRIS BROGAN, President, Human Business Works, New York Times Best-selling Author "Michael Hyatt is the authority on creating a platform in our crowded world, and Platform is the definitive, step-by-step guide to building a platform-from the ground up. If you're longing to become a true influencer in this world, Hyatt can teach you how. With Platform, Hyatt's done the near-impossible: create a guide even more useful than his wildly popular blog!"-CLAIRE DIAZ ORTIZ, Social Innovation, Twitter, Inc. "I have watched Michael Hyatt build his own platform from the ground up to become one of the largest in the world. And he has done so with the strategies and tips he outlines in this very practical book. Any author, speaker, or small business owner who wants a blueprint for getting the attention and visibility they want, needs to read this book."-JOHN C. MAXWELL, New York Times Best-selling Author, and Leadership Expert "Michael Hyatt is a pioneer in social media who is now generously sharing his 'secrets' with those of us who have been marveling at his success for many years. Whether you are a seasoned writer, blogger, speaker and social media enthusiast, or just now starting out, this book will help you take that next step and begin to build a platform of your

own."-DAN T.CATHY,President & COO, Chick-fil-A, Inc. "In today's world, having an idea isn't enough to land a book or record deal, get a movie made or find funding for your startup. You need a platform: A connected following that's ready to try, buy and spread the word. Finally, in a single book, the

Becoming a writer begins with a simple but important belief: You are a writer; you just need to write. In "You Are a Writer," Jeff Goins shares his own story of self-doubt and what it took for him to become a professional writer. He gives you practical steps to improve your writing, get published in magazines, and build a platform that puts you in charge. This book is about what it takes to be a writer in the 21st Century. You will learn the importance of passion and discipline and how to show up every day to do the work. Here's what else you will learn:

- How to transition from wanting to be a writer to actually being one
- What "good" writing is (and isn't)
- How to stop waiting to be picked and finally choose yourself
- What it takes to build a platform
- Why authors need to brand themselves (and how to do it)
- Tips for freelancing, guest blogging, and getting published in magazines
- Different ways to network with other writers, artists, and influencers
- The importance of blogging and social media and how to use it well to find more readers and fans of your writing

"You Are a Writer" will help you fall back in love with writing and build an audience who shares your love. It's about living the dream of a life dedicated to words. AND IT ALL BEGINS WITH YOU. Table of Contents

Introduction Part 1: Writing You ARE a Writer: Claiming the Title Writers Write The Myth of Good It Gets Tough Part 2: Getting Read Three Tools Every Writer Needs You Need a Platform Your Brand is You Channels of Connection Part 3: Taking Action Getting Started Before Your First Book When the Pitching Ends What Next?

Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With *The New Community Rules*, you'll understand how social web technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent advice and strategies for positioning your business on the social web, with case studies that show how other companies have used this approach. *The New Community Rules* will help you:

- Explore blogging and microblogging, and find out how to use applications such as Twitter to create brand awareness
- Learn the art of conversation marketing, and how social media thrives on honesty and transparency
- Manage and enhance your online reputation through the social web
- Tap into the increasingly influential video and podcasting market
- Discover which tactics work -- and which don't -- by learning about what other marketers have tried

Many consumers today use the Web as a voice. *The New Community Rules* demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

Presenting Virtually

How to Get Noticed and Sell More Books

A Total Productivity System to Achieve More by Doing Less

The Secret of Platform 13

Win at Work and Succeed at Life

Living Forward

Get Noticed in a Noisy World

Preface: a book about advice, not an advice book -- Introduction: the company you keep -- You are just like Coca-Cola: selling your self through personal branding -- Being generic--and not--in the right way -- Getting off the screen and into networks -- Didn't we meet on LinkedIn? -- Changing the technological infrastructure of hiring -- The decision makers: what it means to be a hiring manager, recruiter, or HR person -- When moving on is the new normal -- Conclusion: we wanted a labor force but human beings came instead The sequel to Where the Hell is Tesla? is HERE! SOMETHING CALLED THE "BLUE JUICE" IS COMING. FOR ALL OF US. Luckily, me (Chip Collins), Pete, Nikola Tesla, Bobo, and FBI Agent Gina Phillips are here to kick its ass, and send it back to last Tuesday. Maybe. Or maybe we'll fail, and everyone in the multiverse is doomed. (Seriously, you might want to get that underground bunker ready.) Either way, I've got to get home to Julie and find out... woah, I'm not about to tell you that right here in the book description! TMI. WARNING: If you haven't read Where the Hell is Tesla?, I apologize in advance, as you might get completely freaking lost. If you do, just call my apartment, I'm usually around, and I'll fill you in. (If I'm not stuck in the ITA.) - Chip

One flicker of hope. That's all it takes to catapult yourself into the life you've always imagined. Success is not born out of skill, school, where we're from, who we know, or what we scored on the SAT. None of us were born ready. None of us started life knowing how to fly a plane or launch a company or knit a sweater for our dog. But we are born with something more important than skills. We're born with optimism—the initial seed for success. Optimism fuels the belief that you can be the one to create the good the world needs. But you've got to hone it. And practice it. And determine to live from it. In Chasing the Bright Side, Jess Ekstrom shares her own inspirational story of how optimism helped her overcome multiple challenges, and the dynamic ways her mind-set propelled her as a young entrepreneur, international speaker, and philanthropist. Do you have dreams for yourself and the world that are tucked away in your box of somedays? What would happen if today was the day you opened the box? And what if that box was the key to a better tomorrow? Jess's journey will inspire you embrace the power of optimism in your own life, and help you reimagine your purpose so you create good in the world while fulfilling your own dreams—right where you are.

A practical guide to the new economy that is transforming the way we live, work, and play. Uber. Airbnb. Amazon. Apple. PayPal. All of these companies disrupted their markets when they launched. Today they are industry leaders. What's the secret to their success? These cutting-edge businesses are built on platforms: two-sided markets that are revolutionizing the way we do business. Written by three of the most sought-after experts on platform businesses, Platform Revolution is the first authoritative, fact-based book on platform models.

Whether platforms are connecting sellers and buyers, hosts and visitors, or drivers with people who need a ride, Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary reveal the what, how, and why of this revolution and provide the first “owner’s manual” for creating a successful platform business. Platform Revolution teaches newcomers how to start and run a successful platform business, explaining ways to identify prime markets and monetize networks. Addressing current business leaders, the authors reveal strategies behind some of today’s up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including healthcare, education, and energy. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win. An indispensable guide, Platform Revolution charts out the brilliant future of platforms and reveals how they will irrevocably alter the lives and careers of millions.

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

How to Stand Out

Ask a Manager

The President's Book of Secrets

The Gift of Being Hidden in a World That Loves to Be Noticed

Write Useful Books: A Modern Approach to Designing and Refining

Recommendable Nonfiction

How You Get Famous

Business startup advice from the former president of the Ewing Marion Kaufmann Foundation and cofounder of Global Entrepreneurship Week and StartUp America, this “thoughtful study of ‘how businesses really start, grow, and prosper’...dispels quite a few business myths along the way” (Publishers Weekly). Carl Schramm, the man described by The Economist as “The Evangelist of Entrepreneurship,” has written a myth-busting guide packed with tools and techniques to help you get your big idea off the ground. Schramm believes that entrepreneurship has been misrepresented by the media, business books, university programs, and MBA courses. For example, despite the emphasis on the business plan in most business schools, some of the most successful companies in history—Apple, Microsoft, Google, Facebook, and hundreds of others—achieved success before they ever had a business plan. Burn the Business Plan punctures the myth of the cool, tech-savvy twenty-something entrepreneur with nothing to lose and venture capital to burn. In fact most people who start businesses are juggling careers and mortgages just like you. The average entrepreneur is actually thirty-nine years old, and the success rate of entrepreneurs over forty is five times higher than that of those under age thirty. Entrepreneurs who come out of the corporate world often have discovered a need for a product or service and have valuable contacts to help them get started. Filled with stories of successful entrepreneurs who drew on real-life experience rather than academic coursework, Burn the Business Plan is the guide to starting and running a business that will actually work for the rest of us.

Each of us has but one life to live on this earth. What we do with it is our choice. Are we drifting through it as spectators, reacting to our circumstances when necessary and wondering just how we got to this point anyway? Or are we directing it, maximizing the joy and potential of every day, living with a purpose or mission in mind? Too many of us are doing the former--and our lives are slipping away one day at a time. But what if we treated life like the gift that it is? What if we lived each day as though it were part of a bigger picture, a plan? That's what New York Times bestselling author Michael Hyatt and executive coach Daniel Harkavy show us how to do: to design a life with the end in mind, determining in advance the outcomes we desire and path to get there. In this step-by-step guide, they share proven principles that help readers create a simple but effective life plan so that they can get from where they are now to where they really want to be--in every area of life.

*How do we find contentment in God when we feel so hidden? Sara Hagerty unfolds the truths found in the biblical story of Mary of Bethany to discover the scandalous love of God and explore the spiritual richness of being hidden in him. Every heart longs to be seen and understood. Yet most of our lives is unwitnessed. We spend our days working, driving, parenting. We sometimes spend whole seasons feeling unnoticed and unappreciated. In *Unseen*, Sara Hagerty suggests that this is exactly what God intended. He is the only One who truly knows us. He is the only One who understands the value of the unseen in our lives. When this truth seeps into our souls, we realize that only when we hide ourselves in God can we give ourselves to others in true freedom--and know the joy of a deeper relationship with the God who sees us. Our culture applauds what we can produce, what we can show, what we can upload to social media. Only when we give all of ourselves to God--unedited, abandoned, apparently wasteful in its lack of productivity--can we live out who God created us to be. As Hagerty writes, "Maybe my seemingly unproductive, looking-up-at-Him life produces awe among the angels." Through an eloquent exploration of both personal and biblical story, Hagerty calls us to offer every unseen minute of our lives to God. God is in the secret places of our lives that no one else witnesses. But we've not been relegated to these places. We've been invited. We may be "wasting" ourselves in a hidden corner today: The cubicle on the fourth floor. The hospital bedside of an elderly parent. The laundry room. But these are the places God uses to meet us with a radical love. These are the places that produce the kind of unhinged love in us that gives everything at His feet, whether or not anyone else ever proclaims our name, whether or not anyone else ever sees. God's invitation is not just for a season or a day. It is the question of our lives: "When no one else applauds you, when it makes no sense, when you see no results--will you waste your love on Me?"*

***NEW YORK TIMES BESTSELLER** It's impossible to build a successful business without a solid, targeted social media platform. World renowned leadership expert, Michael Hyatt, became the successful writer, speaker, and business coach he is today by using his social media platform as the foundation for his success. Through straightforward down-to-earth guidance, he will teach you how to craft an effective online platform that will reach your followers and build meaningful awareness within the communities you aim to serve. In *Platform*, you will learn how to: Extend your*

influence, monetize it, and build a sustainable career. Get noticed and start earning money in an increasingly noisy world. Learn to amplify, update, polish, and organize your content for success. Platform goes behind the scenes into the world of social media success. You'll discover what bestselling authors, public speakers, entrepreneurs, musicians, and other creatives are doing differently to gain contacts, connections, and followers and win customers in today's crowded marketplace. With proven strategies, easy-to-replicate formulas, and practical tips, this book makes it easier, less expensive, and more possible than ever to stand out from the crowd and launch a business.

Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You

Marketing on the Social Web

The New Community Rules

The Untold Story of Intelligence Briefings to America's Presidents

The Vision Driven Leader

A Step-by-Step Guide

Everything You Need to (Finally) Get Your Wisdom onto the Page and into the World

Having a clear, compelling vision--and getting buy-in from your team--is essential to effective leadership. If you don't know where you're going, how on earth will you get there? But how do you craft that vision? How do you get others on board? And how do you put that vision into practice at every level of your organization? In *The Vision Driven Leader*, New York Times bestselling author Michael Hyatt offers six tools for crafting an irresistible vision for your business, rallying your team around the vision, and distilling it into actionable plans that drive results. Based on Michael's 40 years of experience as an entrepreneur and executive, backed by insights from organizational science and psychology, and illustrated by case studies and stories from multiple industries, *The Vision Driven Leader* takes you step-by-step from why to what and then how. Your business will never be the same.

"Lindsay Teague Moreno is one of the smartest, most insightful people I've ever met when it comes to getting noticed. I read this, not just because I wanted to endorse it, but because I needed it. Don't miss this!" - Jon Acuff, New York Times Bestselling Author / Speaker "Lindsay Teague Moreno's *Getting Noticed* is an inspiring read for anyone looking to be more intentional in social media and get real results. Her kind spirit combined with relentless hustle shines brightly in her candid storytelling, making it clear why she has achieved so much success." - Jessica Turner, Wall Street Journal Bestselling Author of *The Fringe Hours* Mompreneurs, listen up! You don't have time for another "change everything you're doing on social media and be just like me" book. You need information and you need it fast. Do you want to grow your following, sell more product, and experience the freedom that comes with being your own boss? *Getting Noticed* isn't the "secret to social media" - it's a no fluff, take charge guide to the way we present ourselves, our business, and connect with customers online. Lindsay Teague Moreno knows the hardcore mom life. In between wash cycles, packing lunches, and balancing a to-do list that would make Santa jealous, she grew a business from nothing into a team of 300,000 people producing over \$15,000,000 each month in just three years. Lindsay knows you don't have time for another book that leaves you with temporary warm fuzzies but no real content to actually building your business. *Getting noticed* is the first step to entrepreneurial success in our fast-paced, online world. Step up your game. "

An updated guide to advertising contains in the latest edition coverage of such topics as marketing communications, generating creative ideas, advertising on the Internet, and

integrating communications. Reprint. 10,000 first printing.

Provide practical tips that help business communicators address basic problems they run into when creating and delivering presentations in a virtual format. Teach proven principles in short, skimmable chapters and sections that are easy for busy managers and professionals to digest and apply in the moment. Create the content foundation for a supplemental training offering from Duarte TBD, which may be an online course OR a series of short virtual workshops with lessons and simple practice activities drawn from each chapter.

Let's Get Digital

5 Principles to Free Yourself from the Cult of Overwork

Trailblazer

Burn the Business Plan

How to Advertise

The Book You Were Born to Write

Set on You

This guide contains everything I know about how to design, test, and refine nonfiction that is able to endure for years, get recommended, and grow on its own. Whether you're aiming for this guide can help you get there.

A madcap adventure through a tight-knit world of drag performers making art and mayhem in the greatest city on earth. Ten years ago, an aimless coat check girl better known today as Merrie Cherry sweet-talked her boss into giving her \$100 to host a drag show at a Brooklyn dive bar. Soon, kids like Aja were kicking their way into the scene, sneaking into clubs, pocketing their tips to help mom pay the mortgage, and sharing the stage with electric performers like Thorgy Thor and Sasha Velour. Because suddenly, in the biggest, brightest city in America, drag was offering young, broke, creative queer people a chance at real money—and for thousands or even millions of people to learn their names. In *How You Get Famous*, journalist Nicole Pasulka joyfully documents the rebirth of the New York drag scene, following a group of iconoclastic performers with undeniable charisma, talent, and a hell of a lot to prove. The result is a sweeping portrait of the 21st-century search for celebrity and community, as well as a chronicle of all the struggles, fights, and disappointments along the way. A rollicking account of the quest to make a living through an art form on the cusp of becoming a cultural phenomenon, *How You Get Famous* offers an unmissable romp through the gritty and glamorous world of Brooklyn drag.

Publish like a pro and start building your audience today with the most comprehensive guide on the market. Packed with practical, actionable advice, this brand new fourth edition of *Let's Get Digital* delivers the very latest best practices on publishing your work and finding readers. • Boost your writing career with marketing strategies that are proven to sell more books. • Get expert tips on platform building, blogging and

social media. · Discover which approaches are best for selling fiction vs. non-fiction. · Implement powerful ways to make your ebooks more discoverable. · Increase your visibility by optimizing keywords and categories. · Weigh the pros and cons of Kindle Unlimited, and find out exactly how to tweak your promotional plans depending on whether you stay exclusive to Amazon or opt for wider distribution. And that's just for starters...

One of... Amazon's Best Romances of 2022 So Far Bustle's Most Anticipated Books of May Goodreads' Most Anticipated May Romances SheReads' Best Romance Books Coming in 2022 A gym nemesis pushes a fitness influencer to the max in Amy Lea's steamy debut romantic comedy. Curvy fitness influencer Crystal Chen built her career shattering gym stereotypes and mostly ignoring the trolls. After her recent breakup, she has little stamina left for men, instead finding solace in the gym – her place of power and positivity. Enter firefighter Scott Ritchie, the smug new gym patron who routinely steals her favorite squat rack. Sparks fly as these ultra-competitive foes battle for gym domination. But after a series of escalating jabs, the last thing they expect is to run into each other at their grandparents' engagement party. In the lead up to their grandparents' wedding, Crystal discovers there's a soft heart under Scott's muscled exterior. Bonding over family, fitness, and cheesy pick-up lines, they just might have found her swolemate. But when a photo of them goes viral, savage internet trolls put their budding relationship to the ultimate test of strength.

Don't Touch the Blue Stuff! (Where the Hell is Tesla? Book 2)

Platform Get Noticed in a Noisy World

What Great Entrepreneurs Really Do

How To Self-Publish, And Why You Should (Fourth Edition)

A No-Nonsense Guide to Standing Out and Selling More for Mompreneurs Who 'Ain't Got Time for That'

Let's Get Visible

The Open Organization

Michael Hyatt, one of the top business bloggers in the world, provides down-to-earth guidance for building and expanding a powerful platform. To be successful in the market today, you must possess two strategic assets: a compelling product and a meaningful platform. In this step-by-step guide, Michael Hyatt, former CEO and current Chairman of Thomas Nelson Publishers, takes readers behind the scenes, into the new world of social media success. He shows you what best-selling authors, public speakers, entrepreneurs, musicians, and other creatives are doing differently to win customers in today's crowded marketplace. Hyatt speaks from experience. He writes one of the top 800 blogs in the world and has more than 100,000 followers on Twitter. His large and growing platform serves as the foundation for his successful writing, speaking, and consulting practice. In Platform, Hyatt will teach readers not only how to extend their

influence, but also how to monetize it and build a sustainable career. The key? By building a platform. It has never been easier, less expensive, or more possible than right now. . . The book includes: proven strategies easy-to-replicate formulas practical tips Social media technologies have changed everything. Now, for the first time in history, non-celebrities can get noticed—and win big!—in an increasingly noisy world.

Michel is a civil-servant at the Ministry of Culture. When his father is murdered, Michel takes a leave of absence to go on a package tour to Thailand. Infuriated by the shallow hypocrisy and mediocrity of his fellow travellers, only the awkward Valerie attracts his attention. Too bashful to pursue her, Michel prefers the uncomplicated pleasures of Thai massage parlours and sex with local women. Back in Paris, he calls Valerie and they plunge into a passionate affair, which strays into S&M, partner-swapping and sex in public. Michel quits his job, and tries to help Valerie and her boss, Jean-Yves, in their ailing travel business, by offering travel packages based on sex tourism in the third world. When their project comes to fruition and the three return to Thailand, Michel discovers that sex is neither the most consuming nor the most dangerous of human passions...

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

Hidden in the enchanting illustrations and story of Merlin and the water-sprite Nimue, is an intricate puzzle.

Unlocking the Genius of the World's Top Hedge Funds

A Proven Plan to Stop Drifting and Get the Life You Want

A Strengths-Based Approach to Creating a Standout Author Platform

The Art of Making Things Happen

Embrace Optimism, Activate Your Purpose, and Write Your Own Story

Chasing the Bright Side

Igniting Passion and Performance

Discover a myriad of strengths you didn't know you had, then use them to find your author theme, power up your platform, and create a new author business blueprint, all while gaining insight into what sets you apart as a writer and creative artist.

A leading hedge-fund industry insider reveals the secrets and lessons of such top investors as John Paulson, David Tepper and Bill Ackman, sharing tangible, analytical insight into the psychology of trading while providing coverage of a range of strategy types, from Long/Short and Value to Distressed and Commodities.

If You Want People to Read Your Book, Writing It Is Only the Beginning There has truly never been a better time to be an author. For the first time, authors have direct access to the public via the Internet—and can create a community eagerly awaiting their book. But where do new authors start? How do they sort through the dizzying range of online options? Where should they spend their time online and what should they be doing? Enter Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere. She takes authors step-by-step through the process of identifying their unique personal brand, defining their audience, clarifying their aspirations and goals, and setting priorities. She offers advice on designing a successful website, building a mailing list of superfans, blogging, creating an engagement strategy for social media, and more. By following Burke's expert advice, authors can conquer the Internet and still get their next manuscript in on time.

Great leaders are driven to win. Yet career wins can come at great cost to your health, relationships, and personal well-being. Why does it seem impossible to both win at work and succeed at life? Michael Hyatt and Megan Hyatt Miller know we can do better because he's seen it in his more than four decades as a successful executive and a loving and present husband and father. Today Michael and his daughter, Megan Hyatt Miller, coach leaders to live the double win. Backed by scholarly research from organizational science and psychology, and illustrated with eye-opening case studies from across the business spectrum and their own coaching clients, *Win at Work and Succeed at Life* is their manifesto on how you can achieve work-life balance and restore your sanity. With clarity, humor, and plenty of motivation, *Win at Work and Succeed at Life* gives you - an understanding of the historical and cultural forces that have led to overworking - 5 principles to rethink work and productivity from the ground up - simple but proven practices that enable you to slow down and reclaim your life - and more Refuse the false choice of career versus family. You can achieve the double win in life.

The Power of Business as the Greatest Platform for Change Unseen

10 Questions to Focus Your Efforts, Energize Your Team, and Scale Your Business

The Attention Merchants

The Epic Scramble to Get Inside Our Heads

*Plan, Craft and Deliver Online Presentations That Connect
The Merlin Mystery*

We all want to live a life that matters. We all want to reach our full potential. But too often we find ourselves overwhelmed by the day-to-day. Our big goals get pushed to the back burner--and then, more often than not, they get forgotten. New York Times bestselling author Michael Hyatt wants readers to know that it doesn't have to be this way. In fact, he thinks that this is the year readers can finally close the gap between reality and their dreams. In *Your Best Year Ever*, Hyatt shares a powerful, proven, research-driven system for setting and achieving goals. Readers learn how to design their best year ever in just five hours - three simple ways to triple the likelihood of achieving their goals - how to quit-proof their goals - what to do when they feel stuck - and much more. Anyone who is tired of not seeing progress in their personal, intellectual, business, relationship, or financial goals will treasure the field-tested wisdom found in these pages.

The best product or service in the world will never be successful unless its provider knows how to attract enthusiastic customers. Chelsea Green has published numerous books that promote self-sufficiency through independent work. Eliot Coleman inspired a nation of market gardeners with his *New Organic Grower*. Then Lynn Byczynski refined the model of horticultural entrepreneur in *The Flower Farmer*, and Michael Phillips followed suit in *The Apple Grower*. Gene Logsdon's *The Contrary Farmer* provides the tools to make cottage farming economically viable, while in *The Bread Builders*, Daniel Wing and Alan Scott lay the foundation for revival of the village baking tradition. We expect that Shel Horowitz's *Grassroots Marketing: Getting Noticed in a Noisy World* will be welcomed by the organic farmers, solar-energy installers, telecommuters, environmental activists, community gardeners, and straw-bale-house builders of the world. Although he doesn't presume that all of his readers will have embraced the principles of sustainable living, Horowitz's approaches are especially well-matched to the bootstrap businesses and organizations that comprise the new sustainability economy. Horowitz's key assumption is that the diverse entrepreneurs who need this book will have one thing in common--they won't have much money to spend on marketing efforts. His book tells you: How to get more than your money's worth in paid advertising; How to get free ink from the press by turning yourself into news; How to develop a multi-pronged, multi-media strategy just like the big guys (but without big bucks). Originally published as *Marketing Without Megabucks* (Simon & Schuster, 1993), this book has been thoroughly revised, including a major new section on the development that has been the greatest boon ever to the grassroots marketer--the Internet.

"Leverage Amazon's famous recommendation engine to take advantage of the various opportunities it provides for exposure. Position your books for discoverability on other sales venues. Minimize the time you spend promoting so you have more time to spend writing. Promote in a cost-effective way that actually works"--

Under Platform 13 at King's Cross Station there is a secret door that leads to a magical island . . . It appears only once every nine years. And when it opens, four mysterious figures step into the streets of London. A wizard, an ogre, a fey and a young hag have come to find the prince of their kingdom, stolen as a baby nine years before. But the prince has become a horrible rich boy called Raymond Trottle, who doesn't understand magic and is determined not to be rescued. Shortlisted for the Smarties Prize, *The Secret of Platform 13* is an exciting magical adventure from Eva Ibbotson, the award-winning author of *Journey to the River Sea*. 'This kind of fun will never fail to delight' Philip Pullman

Ten Years of Drag Madness in Brooklyn

A 5-Step Plan for Achieving Your Most Important Goals

Down and Out in the New Economy

Free to Focus

Online Marketing for Busy Authors

The Alpha Masters

Your Best Year Ever

Whether it's climbing Everest, launching a business, applying for a dream job, or just finding happiness in everyday life, Steve Sims, founder of the luxury concierge service, Bluefish, reveals simple and effective ways to sharpen your mind, gain a new perspective, and achieve your goals. From helping a client get married in the Vatican, to charming and connecting with business mogul Elon Musk, Bluefish founder Steve Sims is known to make the impossible possible. Now, in his first book, he shares tips, techniques, and principles to break down any door and step onto whatever glamorous stage awaits you. By following Steve's succinct yet insightful advice—as well as inspiration gleaned from the moving stories of others—you, too, can transform your life and achieve the impossible.

NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone's business. "The gold standard on how to use business as a platform for change at this urgent time."—Ray Dalio, founder of Bridgewater Associates and author of *Principles: Life and Work* What's the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In *Trailblazer*, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best

work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, Trailblazer reveals how anyone can become an agent of change. Praise for Trailblazer "A guide for what every business and organization must do to thrive in this period of profound political and economic change."—Jamie Dimon, chairman and CEO of JPMorgan Chase "In Trailblazer, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change."—Susan Wojcicki, CEO of YouTube

A guide to writing a full-length transformational nonfiction book, from an editor with two decades' experience working in publishing. "I know I have a book in me." "I've always wanted to be an author." "People always ask me when I'm going to write my book." "I have a story to tell, but I never seem to make time to write." Are you a thought leader, healer, or change-agent stuck at the starting line of book publication? Life coach and publishing industry insider Kelly Notaras offers a clear, step-by-step path for turning your transformational idea or story into a finished book as quickly as possible. With humor, encouragement, and common sense, she demystifies the publishing process so you can get started, keep writing, and successfully get your wisdom out into the world. Notaras guides you through: Getting clear on your motivation for writing a book, Crafting a powerful, compelling hook and strong internal book structure, Overcoming resistance and writer's block, and Getting your finished manuscript onto the printed page, whether through traditional publishing or self-publishing. Publishing a book has never been as simple, accessible, and affordable as it is today, and in our tumultuous world, readers need your healing voice. Be brave, be bold, and take the steps you need to share your message with those who need to hear it most.

"Originally published in hardcover in the United States by Alfred A. Knopf, a division of Penguin Random House LLC, New York, in 2016."-- Title page verso.

Platform

Bluefishing

Proven Tactics for Getting Noticed