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Daniel Pink

Summary To Sell Is Human Daniel Pink

"How to Win
Friends and
Influence People"
is one of the first
best-selling self-

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help books ever
published. It can
enable you to
make friends
quickly and easily,
help you to win
people to your
way of thinking,
increase your
influence, your
prestige, your
ability to get

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things done, as well as enable you to win new clients, new customers.

Twelve Things This Book Will Do For You:
Get you out of a mental rut, give you new thoughts, new visions, new

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ambitions. x000D
Daniel Pink

_ Enable you to
make friends
quickly and
easily. x000D_
Increase your pop
ularity. x000D_
Help you to win
people to your
way of
thinking. x000D_
Increase your

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influence, your
prestige, your
ability to get
things

done. _x000D_

Enable you to win
new clients, new c
ustomers. _x000D_

Increase your
earning

power. _x000D_

Make you a better

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salesman, a better
executive. _x000D_

Help you to
handle

complaints, avoid
arguments, keep
your human

contacts smooth
and

pleasant. _x000D_

Make you a better
speaker, a more

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entertaining conversationalist.
 Make the principles of psychology easy for you to apply in your daily contacts.
 Help you to arouse enthusiasm among your assoc

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iates. x000D
Dale Carnegie
(1888-1955) was
an American
writer and
lecturer and the
developer of
famous courses in
self-improvement,
salesmanship,
corporate
training, public

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speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of *How to Win Friends and Influence People* (1936), a massive bestseller that remains popular

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today. x000D

“My favorite book
of the
year.”—Doug
McMillon, CEO,
Wal-Mart Stores
Harvard Business
School Professor
of Strategy Bharat
Anand presents
an incisive new
approach to

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digital
transformation
that favors
fostering
connectivity over
focusing
exclusively on
content. NAMED
ONE OF THE
BEST BOOKS OF
THE YEAR BY
BLOOMBERG

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Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from

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The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education.

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Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients

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strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the

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value of content
at all costs but
from unearthing
related
opportunities
close by; and it
comes not from
mimicking
competitors' best
practices but from
seeing choices as
part of a

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connected whole.
Digital change
means that
everyone today
can reach and
interact with
others directly:
We are all in the
content business.
But that comes
with risks that
Bharat Anand

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teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, *The Content Trap* is an essential

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new playbook for navigating the turbulent waters in which we find ourselves. Praise for The Content Trap “A masterful and thought-provoking book that has reshaped my understanding of content in the

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digital
landscape.” —Ariel
Emanuel, co-CEO,
WME | IMG “The
Content Trap is a
book filled with
stories of
businesses, from
music companies
to magazine
publishers, that
missed

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connections and
could never
escape the narrow
views that had
brought them past
success. But it is
also filled with
stories of those
who made
strategic choices
to strengthen the
links between

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content and
returns in their
new master plans.

. . . The book is a
call to clear
thinking and
reassessing why
things are the way
they are.”—The
Wall Street
Journal

* Our summary is

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short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will change your mind about the world of modern sales. No

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more clichés of the salesman at your door who insists on selling you everything but what you need. Nowadays, the salesman is your collaborator, your ally, even your friend! At the same time, you

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will realize that you yourself are a salesman who doesn't know himself. Daniel Pink, as an influential thinker in the business world, dissects the practices of the gay salesman and provides

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everyone with the keys to success in order to, as he says, "get others moving". *You will also discover that : Knowing how to sell requires knowing your customer and knowing how to anticipate their

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needs; The relationship between seller and buyer has been reversed with the arrival of the internet and social networks; You can improve your own performance by following a few

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simple tips;
Pitcher, improvise
and tune are the
key words of the
modern salesman.
*Selling suffers
from prejudices. It
is seen as the
territory of shady
people, scam
artists who use
fine words to try

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to get you to buy something that doesn't suit you at a high price.

However, selling is not only about the material aspect.

Persuading someone to rally his own opinion is also selling

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himself. And each of us does it every day, more than we think we do. To be successful in sales or in business without sales, you must first know yourself well and then know how to understand your customer. Small

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practical guide...

*Buy now the
summary of this
book for the
modest price of a
cup of coffee!

Selling is tougher
than ever before.

Potential
customers are
under extreme
pressure to do

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more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales

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strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable.

Now,
internationally
recognized sales

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strategist Jill
Daniel Pink

Konrath shows
how to overcome
these obstacles to
get more
appointments,
speed up
decisions, and win
sales with these
short-fused,
frazzled
customers.

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Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules:

-Keep it Simple:
When you make things easy and clear for your

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customers, they'll change from the status quo. -Be iNvaluable: You have to stand out by being the person your customers can't live without.

-Always Align: To be relevant, make sure you're in

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synch with your customers' objectives, issues, and needs. -Raise Priorities: To maintain momentum, keep the most important decisions at the forefront of their mind. SNAP

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Selling is an easy-to-read, easy-to-use guide for any seller in today's increasingly frenzied environment.

The Surprising Truth about Moving Others | a Guide to the Book by Daniel Pink

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Free Agent Nation
Daniel Pink
Straight Line
Selling: Master
the Art of
Persuasion,
Influence, and
Success
Way of the Wolf
Persuasion and
Presentation
Skills that Win
Business

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Daniel Pink
The Surprising
Truth About
Moving Others | A
Guide to the Book
by Daniel Pink
To Sell is Human
by Daniel Pink
(Summary)

Praise for
Mastering the
Complex Sale "Jeff
Thull's process

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plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives."

—Geoffrey A. Moore, author of Crossing the Chasm and Dealing

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with Darwin “This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a

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survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together."

—Ed Daniels, EVP,
Shell Global
Solutions
Downstream,
President,
CRI/Criterion, Inc.

"Mastering the
Complex Sale

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brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment."

—Samik
Mukherjee, Vice

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President, Onshore Business, Technip

"Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are remarkable—Mastering the Complex Sale will

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be required reading
for years to come!"

—Lee Tschanz,
Vice President,
North American
Sales, Rockwell
Automation "Jeff
Thull is winning the
war against
commoditization.
In his world, value
trumps price and
commoditization
isn't a given, it's a

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choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough

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thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels."

—Sven Kroneberg,

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President,
Daniel Pink
Seminarium

Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any

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organization
looking to
transform their
business for long-
term, value-driven
growth." —Jon T.
Lindekugel,
President, 3M
Health Information
Systems, Inc. "Jeff
Thull has re-
engineered the
conventional sales
process to create

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predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference."

—Carol Pudin,

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Executive director,
Healthcare
Industry, Dow
Corning
Corporation
Praise for stop
acting like a seller
and Start Thinking
Like a Buyer "Stop
Acting Like a Seller
and Start Thinking
Like a Buyer is a
book that teaches
you emphatically

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that 'words matter.' If you want to set yourself apart from others, whether you're selling a product or a concept, this is a book to read. Not only will you learn how to prepare for sales success, you will learn how to be far more effective by thinking like a

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buyer." —Theresa
Martinez, Brand
Director, Roche
Laboratories "This
book shares a
great
commonsense
approach to
developing a new
sales attitude and
mindset that will
work no matter
what you're selling.
Jerry has

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successfully articulated a powerful and unique formula for sales greatness."

—Duggar Baucom, head basketball coach, Virginia Military Institute

"This is a book for people who truly want to have incredible success in sales. Thinking

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like a buyer is the most powerful way to help customers and prospects think differently about you and your product. This book shows you exactly how to make that happen in a step-by-step way. If you want to learn how to guarantee your success in selling

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or influencing, this is a book you must read." —Dan C. Weilbaker, PhD, McKesson Professor of Sales, Northern Illinois University "A mind shift takes place when you read Acuff's book and realize 'it's all about them.' The book helps you

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understand human psychology and behavior and gives you the practical tips,

encouragement, and examples to help you stand out and be valued by your customers regardless of what you're selling."

—Charlene Prounis,
Managing Partner,

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Flashpoint Medica

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is a summary and
analysis of the

book and not the
original book. If

you'd like to

purchase the
original book,

please paste this
link in your

browser: <https://amazon.to/2H7dPXG>

Bestselling author

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Daniel H. Pink explains why everyone is a salesperson and how anyone can effectively connect to and move others in his deeply thoughtful and analytical book, *To Sell is Human: The Surprising Truth About Moving Others*. This ZIP

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Reads summary provides key takeaways and analysis from Pink's #1 bestselling book, To Sell Is Human. This revolutionary look at sales and selling will change the way you think, work, and sell. What does this ZIP Reads Summary

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Include? Synopsis
of the original
bookHow the
economy has
shifted and why
everyone is a
salespersonThe
NEW "ABC" of
selling (it's not
"Always be closing"
)Step-by-step
breakdown's of
Pink's advice and
methodologyKey

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takeaways &
analysis of the
original
bookEditorial
reviewBackground
on the author
About the Original
Book: Daniel Pink
writes clearly and
fluidly to impress
on readers what
ought to be
obvious by now:
sales tactics that

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worked twenty years ago when information was scarce and buyer behavior predictable are, at best, inadequate at moving today's informed but distracted buyer. Weaving engaging anecdotes into candid observations, Pink

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shows how to connect to a tough audience, pitch, clarify your offering, and survive rejection. Anyone who wants to become more effective at persuading other people will find the ideas in this book invaluable.

DISCLAIMER: This

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book is intended as a companion to, not a replacement for, To Sell Is Human. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way.

Jordan Belfort—immortalized by Leonardo DiCaprio

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in the hit movie
The Wolf of Wall
Street—reveals the
step-by-step sales
and persuasion
system proven to
turn anyone into a
sales-closing,
money-earning
rock star. For the
first time ever,
Jordan Belfort
opens his playbook
and gives you

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access to his exclusive step-by-step system—the same system he used to create massive wealth for himself, his clients, and his sales teams. Until now this revolutionary program was only available through Jordan's \$1,997 online training.

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Now, in *Way of the Wolf*, Belfort is ready to unleash the power of persuasion to a whole new generation, revealing how anyone can bounce back from devastating setbacks, master the art of persuasion, and

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build wealth. Every technique, every strategy, and every tip has been tested and proven to work in real-life situations. Written in his own inimitable voice, *Way of the Wolf* cracks the code on how to persuade anyone to do anything, and

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coaches
readers—regardless of age, education, or skill level—to be a master sales person, negotiator, closer, entrepreneur, or speaker.

Review and
Analysis of Pink's
Book

How To Sell Your
Way Through Life

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Daniel Pink

The Surprising
Truth About What
Motivates Us
Humans Are
Underrated
Everybody Writes
Selling the Invisible
To Sell Is Human

***Finally a go-to
guide to creating
and publishing the
kind of content
that will make your
business thrive.***

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Everybody Writes is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you

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are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world

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***dominated by
short and snappy,
by click-bait
headlines and
Twitter streams
and Instagram
feeds and gifs and
video and
Snapchat and
YOLO and LOL and
#tbt. . . does the
idea of focusing on
writing seem
pedantic and***

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***ordinary? Actually,
writing matters
more now, not
less. Our online
words are our
currency; they tell
our customers who
we are. Our writing
can make us look
smart or it can
make us look
stupid. It can make
us seem fun, or
warm, or***

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competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it

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means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're

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*reading right here,
right now... And so
being able to
communicate well
in writing isn't just
nice; it's necessity.
And it's also the
oft-overlooked
cornerstone of
nearly all our
content marketing.
In Everybody
Writes, top
marketing veteran*

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Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules apply across all of your online assets

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**— like web pages,
home page,
landing pages,
blogs, email,
marketing offers,
and on Facebook,
Twitter, LinkedIn,
and other social
media. Ann
deconstructs the
strategy and
delivers a practical
approach to create
ridiculously**

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compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or,

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**for "adult-onset
writers": How to
hate writing less.)
Easy grammar and
usage rules
tailored for
business in a fun,
memorable way.
(Enough to keep
you looking sharp,
but not too much
to overwhelm you.)
Giving your
audience the gift**

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***of your true story,
told well. Empathy
and humanity and
inspiration are key
here, so the book
covers that, too.
Best practices for
creating credible,
trustworthy
content steeped in
some time-honored
rules of solid
journalism.
Because publishing***

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content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you

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need to get the job done. Traditional marketing techniques are no longer enough. Everybody Writes is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world. Through an

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**engaging and
humorous**

**narrative, Peter
Coughter presents
the tools he
designed to help
advertising and
marketing
professionals
develop persuasive
presentations that
deliver business.
Readers will learn
how to develop**

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**skills to create the
perfect**

presentation.

**The New York
Times bestseller
that gives readers
a paradigm-
shattering new
way to think about
motivation from
the author of
When: The
Scientific Secrets
of Perfect Timing**

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Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of *To Sell Is Human: The Surprising Truth About Motivating*

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Others). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction-at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do

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***better by ourselves
and our world.
Drawing on four
decades of
scientific research
on human
motivation, Pink
exposes the
mismatch between
what science
knows and what
business
does—and how
that affects every***

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aspect of life. He examines the three elements of true motivation—autonomy, mastery, and purpose—and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and

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**transform how we
live.**

**Do you want more
free book
summaries like
this? Download our
app for free at <http://www.QuickRead.com/App> and get
access to hundreds
of free book and
audiobook
summaries. Learn
why selling is part**

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***of human nature--
and part of every
job! Selling used to
be the exclusive
territory of
professional
salesmen who had
dedicated their
lives and careers
to a sales-driven
industry. But
acclaimed author
Daniel Pink argues
that those days are***

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**gone! To Sell is
Human (2013)**

**outlines the
cultural shift which
has integrated
sales as a
necessary role in
almost every job.
Pink also expounds
on this theory and
identifies what he
calls the “new
ABCs of sales.”
Fanatical**

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**Prospecting
The Power of
Regret**

**The Art of the
Pitch**

**How to Compete
and Win When the
Stakes are High!**

**Summary &
Analysis of To Sell
Is Human**

**The Science of
Selling**

A Strategist's

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**Guide to Digital
Change**
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*TIMELESS WISDOM
from the ORIGINAL
PHILOSOPHER of
PERSONAL
SUCCESS "No
matter who you are
or what you do,
you are a
salesperson. Every
time you speak to
someone, share an
opinion or explain*

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an idea, you are selling your most powerful asset . . . you! In How to Sell Your Way Through Life, Napoleon Hill shares valuable lessons and proven techniques to help you become a true master of sales."

*—Sharon Lechter,
Coauthor of Think
and Grow Rich:*

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Three Feet from Gold; Member of the President's Advisory Council on Financial Literacy
"These proven, time-tested principles may forever change your life." —Greg S. Reid, Coauthor of *Think and Grow Rich: Three Feet from Gold*; Author

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*of The Millionaire
Mentor "Napoleon
Hill's Think and
Grow Rich and
Laws of Success
are timeless
classics that have
improved the lives
of millions of
people, including
my own. Now, we
all get the chance
to savor more of
his profound*

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*wisdom in How to
Sell Your Way
Through Life. It is a
collection of simple
truths that will
forever change the
way you see
yourself." —Bill
Bartmann,
Billionaire Business
Coach and
Bestselling Author
of Bailout Riches (w
www.billbartman.co*

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m) Napoleon Hill, author of the mega-bestseller Think and Grow Rich, pioneered the idea that successful individuals share certain qualities, and that examining and emulating these qualities can guide you to extraordinary achievements.

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Written in the depths of the Great Depression, How to Sell Your Way Through Life explores a crucial component of Achievement: your ability to make the sale. Ringing eerily true in today's uncertain times, Hill's work takes a practical look at

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how, regardless of our occupation, we must all be salespeople at key points in our lives. Hill breaks down concrete instances of how the Master Salesman seizes advantages and opportunities, giving you tools you can use to effectively sell

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Daniel Pink

yourself and your ideas. Featuring a new Foreword from leadership legend Ken Blanchard, this book is a classic that gives you one beautifully simple principle and the proven tools to make it work for you.

"Customer Success will become the

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Daniel Pink

*authoritative book
of the emerging
Customer Success
industry and target
any business that
is trying to focus,
or re-focus, on
customers and will
be applicable to all
customer
management roles
such as Account
Manager, Customer
Advocacy, Client*

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Denial Pink

*Relationship
Manager, and
Customer Success
Manager along with
the leadership of
those
organizations.
Customer Success
will address the
pains of how to
start creating a
customer-centric
company and how
to think*

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Daniel Pink

strategically about Customer Success - how to organize, compensate, find a leader, measure, etc. Customer Success has exploded as one of the hottest B2B movements since the advent of the subscription business model"--
New York Times

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Bestseller An
Daniel Pink

*exciting--and encouraging--exploration of creativity from the author of
When: The Scientific Secrets of Perfect Timing
The future belongs to a different kind of person with a different kind of mind: artists, inventors,*

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Daniel Pink

*storytellers-
creative and
holistic "right-
brain" thinkers
whose abilities
mark the fault line
between who gets
ahead and who
doesn't. Drawing
on research from
around the world,
Pink (author of To
Sell Is Human: The
Surprising Truth*

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*About Motivating
Others)* outlines

the six

fundamentally

human abilities

that are absolute

essentials for

professional

success and

personal

fulfillment--and

reveals how to

master them. A

Whole New Mind

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Daniel Pink

*takes readers to a
daring new place,
and a provocative
and necessary new
way of thinking
about a future
that's already here.
Ditch the failed
sales tactics, fill
your pipeline, and
crush your number
Fanatical
Prospecting gives
salespeople, sales*

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Sell Is Human

*leaders,
entrepreneurs, and
executives a
practical, eye-
opening guide that
clearly explains the
why and how
behind the most
important activity
in sales and
business developm
ent—prospecting.
The brutal fact is
the number one*

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Daniel Pink

reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and

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sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of

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Daniel Pink

qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners.

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*You'll learn: Why
the 30-Day Rule is
critical for keeping
the pipeline full
Why understanding
the Law of
Replacement is the
key to avoiding
sales slumps How
to leverage the
Law of Familiarity
to reduce
prospecting friction
and avoid rejection*

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Daniel Pink

*The 5 C's of Social
Selling and how to
use them to get
prospects to call
you How to use the
simple 5 Step
Telephone
Framework to get
more appointments
fast How to double
call backs with a
powerful voice mail
technique How to
leverage the*

Bookmark File
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*powerful 4 Step
Email Prospecting
Framework to
create emails that
compel prospects
to respond How to
get text working
for you with the 7
Step Text Message
Prospecting
Framework And
there is so much
more! Fanatical
Prospecting is filled*

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with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the

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Daniel Pink

*real secret to
improving sales
productivity and
growing your
income fast. You'll
gain the power to
blow through
resistance and
objections, gain
more
appointments, start
more sales
conversations, and
close more sales.*

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*Break free from the
fear and frustration
that is holding you
and your team
back from effective
and consistent
prospecting. It's
time to get off the
feast or famine
sales roller-coaster
for good!*

*How To Win
Friends And
Influence People*

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*How to Sell More,
Easier, and Faster
Than You Ever
Thought Possible
The Surprising
Truth About
Persuading,
Convincing, and
Influencing Others
Drive
Mastering the
Complex Sale
The Surprising
Truth About Moving*

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Sell Is Human
Others
Daniel Pink
Customer Success

**Gold Medal
Winner--Tops
Sales World's Best
Sales and
Marketing Book**
***“Fast, fun and
immensely
practical.” —JOE
SULLIVAN,
Founder,
Flextronics “Move***

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Daniel Pink
**over Neil Strauss
and game theory.**

***Pitch Anything
reveals the next
big thing in social
dynamics: game
for business.”***

—JOSH

**WHITFORD,
Founder, Echelon
Media “What do
supermodels and
venture capitalists**

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Daniel Pink

have in common?

They hear

hundreds of

itches a year.

Pitch Anything

makes sure you

get the nod (or

wink) you

deserve.”

—RALPH CRAM,

Investor “Pitch

Anything offers a

new method that

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Daniel Pink

***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***

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Sell Is Human

**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

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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

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***that works.” —JAY
GOYAL, CEO,
SumOpti 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***

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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,

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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**

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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

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Daniel Pink

***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***

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Daniel Pink

***Intrigue Offering
the Prize Nailing
the Hookpoint
Getting a Decision
One truly great
pitch can improve
your career, make
you a lot of
money—and even
change your life.
Success is
dependent on the
method you use,***

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not how hard you try. “Better method, more money,” Klaff says. “Much better method, much more money.” Klaff is the best in the business because his method is much better than anyone else’s. And now

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it's yours. Apply the tactics and strategies outlined in Pitch Anything to engage and persuade your audience—and you'll have more funding and support than you ever thought possible.

“Evan consumes

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***so much content
and then knows
how to DJ it to
inspire people.”***

—Gary

***Vaynerchuk, New
York Times***

***bestselling author
of #AskGaryVee***

***and Jab, Jab, Jab,
Right Hook In this***

bold and

empowering guide,

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Daniel Pink
**entrepreneur and
social media**

**sensation Evan
Carmichael shares
the secret to turbo-
charging your path
to success on your
own terms. With
thought-provoking
questions and
inspiring,
instructive
examples, Your**

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One Word will help you nail down your personal mottos - the word that captures your purpose and passion. With this operating philosophy in hand, you will then learn how to leverage this powerful tool to

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***create the
business and
future of your
dreams. Aimed at
entrepreneurs as
well as
intrapreneurs,
managers, and
anyone else who
wants to achieve
success in a
powerfully
meaningful way,***

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***Your One Word
more than just a
useful tool. It's
also an inspiring
and enlightening
read.***

***“The world needs
this book.”***

***—Brené Brown,
Ph.D., New York
Times bestselling
author of Dare to
Lead and Atlas of***

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Daniel Pink

***the Heart An
instant New York
Times bestseller
As featured in The
Wall Street Journal
and The
Washington Post
Named a Must
Read of 2022 by
Forbes,
Newsweek, and
Goodreads From
the #1 New York***

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Times–bestselling author of When and Drive, a new book about the transforming power of our most misunderstood yet potentially most valuable emotion: regret. Everybody has regrets, Daniel H. Pink explains in The Power of

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Regret. They're a universal and healthy part of being human. And understanding how regret works can help us make smarter decisions, perform better at work and school, and bring greater meaning to our lives. Drawing on

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***research in social
psychology,
neuroscience, and
biology, Pink
debunks the myth
of the “no regrets”
philosophy of life.
And using the
largest sampling
of American
attitudes about
regret ever
conducted as well***

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**as his own World
Regret**

**Survey—which
has collected
regrets from more
than 15,000 people
in 105
countries—he lays
out the four core
regrets that each
of us has. These
deep regrets offer
compelling**

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insights into how we live and how we can find a better path forward. As he did in his bestsellers Drive, When, and A Whole New Mind, Pink lays out a dynamic new way of thinking about regret and frames his ideas in ways

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***that are clear,
accessible, and
pragmatic. Packed
with true stories of
people's regrets as
well as practical
takeaways for
reimagining regret
as a positive force,
The Power of
Regret shows how
we can live richer,
more engaged***

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lives.

**“Always be
closing!”**

**—Glengarry Glen
Ross, 1992 “Never
Be Closing!” —a
sales book title,
2014 “?????”**

**—salespeople
everywhere, 2017
For decades, sales
managers,
coaches, and**

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authors talked about closing as the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the “take delivery” close to the “now or never” close. But these tactics often alienated

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customers, leading to fads for the “soft” close or even abandoning the idea of closing altogether. It sounded great in theory, but the results were often mixed or poor. That left a generation of salespeople

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wondering how they should think about closing, and what strategies would lead to the best possible outcomes.

Anthony Iannarino has a different approach geared to the new technological and social realities of

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***our time. In The
Lost Art of
Closing, he proves
that the final
commitment can
actually be one of
the easiest parts of
the sales
process—if you've
set it up properly
with other
commitments that
have to happen***

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***long before the
close. The key is
to lead customers
through a series of
necessary steps
designed to
prevent a
purchase stall.***

***lannarino
addressed this in a
chapter of The
Only Sales Guide
You'll Ever***

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Need—which he thought would be his only book about selling. But he discovered so much hunger for guidance about closing that he's back with a new book full of proven tactics and useful examples. The Lost Art of Closing

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***will help you win
customer***

***commitment at ten
essential points
along the***

purchase journey.

***For instance, you'll
discover how to: ·***

***Compete on value,
not price, by
securing a***

Commitment to

Invest early in the

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Daniel Pink

***process. · Ask for
a Commitment to
Build Consensus
within the client's
organization,
ensuring that your
solution has early
buy-in from all
stakeholders. ·
Prevent the
possibility of the
sale falling
through at the last***

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*minute by
proactively
securing a
Commitment to
Resolve Concerns.
The Lost Art of
Closing will
forever change the
way you think
about closing, and
your clients will
appreciate your
ability to help them*

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**achieve real
change and real
results.**

**Improve Sales
Effectiveness by
Helping**

**Customers Buy
The Content Trap
Summary: To Sell
Is Human**

**The Adventures of
Johnny Bunko
The Last Career**

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Sell Is Human
**Guide You'll Ever
Need**

**Your Go-To Guide
to Creating
Ridiculously Good
Content
Secrets of
Question-Based
Selling**

**SELLING THE
INVISIBLE is a
succinct and often
entertaining look at**

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the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them.

**SELLING THE
INVISIBLE covers**

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service marketing
from start to finish.

*Filled with wonderful
insights and written in
a roll-up-your-sleeves,
jargon-free,
accessible style, such
as: Greatness May Get
You Nowhere Focus
Groups Don'ts The
More You Say, the
Less People Hear &
Seeing the Forest*

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Sell Is Human
*Around the Falling
Trees.*
Daniel Pink

*Shows that knowing
the principles of
selling is a
prerequisite for
success of any kind,
and explains how to
put those principles to
use. This title includes
tools and techniques
for mastering
persuasion and*

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Sell Is Human
closing the sale.

*Widely acclaimed for
its engaging style and
provocative
perspective, this book
has helped thousands
transform their
working lives. Now
including a 30-page
resource guide that
explains the basics of
working for oneself.
It's about fulfillment.*

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Daniel Pink

A revolution is sweeping America. On its front lines are people fed up with unfulfilling jobs, dysfunctional workplaces, and dead-end careers. Meet today's new economic icon: the free agent—men and women who are working for themselves. And meet

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your future. It's about freedom. Free agents are the marketing consultant down the street, the home-based "mompreneur," the footloose technology contractor. Already 30 million strong, these 21st-century pioneers are creating lives with more meaning-and often

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more money. Free Agent Nation is your ticket to this world. It's about time. Now, you can discover: The kind of free agent you can be-"soloist," "temp," or "microbusiness"-and how to launch your new career. How to get the perks you once received from your

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boss: health insurance, office space, training, workplace togetherness, even water cooler gossip. Why the free agent economy is increasingly a woman's world-and how women are flourishing in it. The transformation of

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retirement-how older workers are creating successful new businesses (and whole new lives) through the Internet.

This is the first work to condense the large literature on explanatory style -- one's tendency to offer similar sorts of explanations for

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different events. This cognitive variable has been related to psychopathology, physical health, achievement and success. Compiled by experts in the fields of depression, anxiety, psychoneuroimmunology and motivation, this volume details our current level of

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understanding, outlines gaps in our knowledge, and discusses the future directions of the field. Data from a vast number of studies are presented, including results from studies not previously reported. Coverage includes sections on cross-cultural

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comparisons, life-span and development issues, and gender differences; and an extensive description of the measurement of explanatory style offering questionnaire and content-analysis methods for children, college populations and adults. This work

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*is thus a valuable tool
for anyone involved
in research on the
etiology and treatment
of depression,
cognitive therapy,
motivation and
emotion, and the link
between physical and
psychological well-
being.*

A Whole New Mind

The Ultimate Guide to

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***Opening Sales
Conversations and
Filling the Pipeline by
Leveraging Social
Selling, Telephone,
Email, Text, and Cold
Calling
Simplified : the
Essential Handbook
for Prospecting and
New Business
Development
SNAP Selling***

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*The Lost Art of
Closing*

*The Powerful Secret
to Creating a Business
and Life That Matter
Explanatory Style*

Brian Tracy, one
of the top
professional
speakers and
sales trainers in
the world today,

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found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of

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selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book

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format for the
first time.

Salespeople will
learn: "the inner
game of selling"
how to eliminate
the fear of
rejection how to
build
unshakeable self-
confidence
Salespeople,

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says Tracy,
must learn to
control their
thoughts,
feelings, and
actions to make
themselves more
effective.

A business
classic endorsed
by Dale
Carnegie, How I

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Raised Myself
from Failure to
Success in
Selling is for
anyone whose
job it is to sell.
Whether you are
selling houses or
mutual funds,
advertisements
or ideas—or
anything

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else—this book is for you. When Frank Bettger was twenty-nine he was a failed insurance salesman. By the time he was forty he owned a country estate and could have retired. What are

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the selling
secrets that
turned Bettger ' s
life around from
defeat to
unparalleled
success and
fame as one of
the highest paid
salesmen in
America? The
answer is inside

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How I Raised
Myself from
Failure to
Success in
Selling. Bettger
reveals his
personal
experiences and
explains the
foolproof
principles that he
developed and

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perfectured. He
Daniel Pink
shares

instructive
anecdotes and
step-by-step
guidelines on
how to develop
the style, spirit,
and presence of
a winning
salesperson. No
matter what you

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sell, you will be more efficient and profitable—and more valuable to your company—when you apply Bettger ' s keen insights on: •
The power of enthusiasm •

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How to conquer fear • The key word for turning a skeptical client into an enthusiastic buyer • The quickest way to win confidence

- Seven golden rules for closing a sale

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Shares examples and anecdotes and offers a framework to successfully develop new business.

It's easy to imagine a nightmare scenario in which computers

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simply take over most of the tasks that people now get paid to do.

The unavoidable question—will millions of people lose out, unable to best the machine?—is increasingly dominating

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business,
education,
economics, and
policy. The
bestselling
author of Talent
Is Overrated
explains how the
skills and
economy values
are changing in
historic ways

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and offers a
guide to what's
next for all
workers.

Mastering
technical skills
that have
historically been
in demand no
longer
differentiates us
as it used to.

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Instead, our
greatest

advantage lies in
our deepest,
most essentially
human abilities—em-
pathy,
creativity, social
sensitivity,
storytelling,
humor,
relationship

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building, and
expressing
ourselves with
greater power
than logic can
ever achieve.
These high-value
skills create
tremendous
competitive
advantage—more
devoted

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customers,
stronger
cultures,
breakthrough
ideas, and more
effective teams.
And while many
of us regard
these abilities as
innate traits, it
turns out they
can all be

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developed. As Colvin shows, they're already being developed in a range of farsighted organizations, including the Cleveland Clinic, the U.S. Army, and Stanford Business School.

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Speed Up Sales
and Win More
Business with
Today's Frazzled
Customers
What High
Achievers Know
That Brilliant
Machines Never
Will
How Americans
New

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Independent
Workers Are
Transforming
the Way We Live
New Sales
How Looking
Backward Moves
Us Forward
Your One Word
Pitch Anything:
An Innovative
Method for

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Daniel Pink

Presenting,
Persuading, and
Winning the Deal
The must-read
summary of Daniel
Pink's book: "To
Sell is Human: The
Surprising Truth
About Persuading,
Convincing and
Influencing
Others". This
complete summary

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of the ideas from
Daniel Pink's book
"To Sell is Human"
explains how we
sell to people every
single day,
whether we know
it or not, by
persuading others
to do things. The
author shows how
you can improve
your skills of
persuasion to gets

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Daniel Pink
other to adapt to
your way of
thinking using a
set of tools and
tips. This book
includes different
ways of offering
your idea, listening
to others and
making your
message clear to
help you perfect
your approach.

Added-value of this

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summary: • Save
time • Understand
the key concepts •
Increase your skills
of persuasion To
learn more, read
"To Sell is Human"
and discover the
science behind
selling to develop
one of the most
useful skills
available.

Being an agile

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seller virtually guarantees a prosperous career. When salespeople are promoted, switch jobs, or face new business conditions, they need to learn lots of new information and skills quickly. It's a daunting task, compounded by the fact that

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they're under intense pressure to deliver immediate results. What Jill Konrath calls agile selling is the ability to quickly learn all this new info and then leverage it for maximum impact. Having an agile mindset, one that keeps you going

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through
challenging times,
is the crucial
starting point. You
also need a rapid-
learning plan that
helps you establish
situational
credibility with
your targeted or
existing customers
in just thirty days.
In Agile Selling,
you'll discover

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numerous
Denial Pink
strategies to help
you become an
overnight sales
expert, slashing
your path to
proficiency. Jill
Konrath's fresh
sales strategies,
provocative
insights, and
practical advice
help sellers win
business with

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today's crazy-busy prospects.

"After I sent my team to the Question Based Selling program, not only was the feedback from the training outstanding, but we experienced an immediate positive impact in results."—Jim

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Cusick, vice president of sales, SAP America, Inc. "Following the program, even our most experienced salespeople raved, saying QBS was the best sales training they have ever experienced!" —Alan D. Rohrer, director of sales, Hewlett Packard

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For nearly fifteen years, The Secrets of Question Based Selling has been helping great salespeople live you deliver big results. It's commonsense approach has become a classic, must-have tool that demonstrates how asking the right

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questions at the right time accurately identifies your customer's needs. But consumer behavior and sales techniques change as rapidly as technology—and there are countless contradictory sales training programs promising results.

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Knowing where you should turn to for success can be confusing. Now fully revised and updated, The Secrets of Question Based Selling provides a step-by-step, easy-to-follow program that focuses specifically on sales effectiveness

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—identifying the strategies and techniques that will increase your probability of success. How you sell has become more important than the product. With this hands-on guide, you will learn to: Penetrate more accounts
Overcome

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customer

skepticism

Establish more

credibility sooner

Generate more

return calls

Motivate different

types of buyers

Develop more

internal champions

Close more

sales...faster And

much, much more

We're all in Sales

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now Parents sell their kids on going to bed. Spouses sell their partners on mowing the lawn. We sell our bosses on giving us more money and more time off. And in astonishing numbers we go online to sell ourselves on Facebook, Twitter

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and Match.com profiles. Relying on science, analysis and his trademark clarity of thought, Pink shows that sales isn't what it used to be. Then he provides a set of tools, tips, and exercises for succeeding on this new terrain - including six new

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ways to pitch your idea, three ways to understand another's perspective, five frames that can make your message clearer, and much more.

When: The Scientific Secrets of Perfect Timing
Winning the Ten Commitments That

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Drive Sales

The Psychology of
Selling

Get Up to Speed
Quickly in Today's
Ever-Changing
Sales World

Sell Or Be Sold

Agile Selling

To Sell is Human

***The instant
New York Times
Bestseller #1***

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**Wall Street
Journal**

Business

Bestseller

Instant

Washington

Post

Bestseller

"Brims with a

surprising

amount of

insight and

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***practical
advice." --The
Wall Street
Journal Daniel
H. Pink, the
#1 bestselling
author of
Drive and To
Sell Is Human,
unlocks the
scientific
secrets to***

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***good timing to
help you
flourish at
work, at
school, and at
home. Everyone
knows that
timing is
everything.
But we don't
know much
about timing***

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***itself. Our
lives are a
never-ending
stream of
"when"
decisions:
when to start
a business,
schedule a
class, get
serious about
a person. Yet***

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***we make those
decisions
based on
intuition and
guesswork.
Timing, it's
often assumed,
is an art. In
When: The
Scientific
Secrets of
Perfect***

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***Timing, Pink
shows that
timing is
really a
science.***

***Drawing on a
rich trove of
research from
psychology,
biology, and
economics,
Pink reveals***

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***how best to
live, work,
and succeed.***

***How can we use
the hidden
patterns of
the day to
build the
ideal
schedule? Why
do certain
breaks***

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***dramatically
improve
student test
scores? How
can we turn a
stumbling
beginning into
a fresh start?
Why should we
avoid going to
the hospital
in the***

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*afternoon? Why
is singing in
time with
other people
as good for
you as
exercise? And
what is the
ideal time to
quit a job,
switch
careers, or*

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***get married?
In When, Pink
distills
cutting-edge
research and
data on timing
and
synthesizes
them into a
fascinating,
readable
narrative***

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***packed with
irresistible
stories and
practical
takeaways that
give readers
compelling
insights into
how we can
live richer,
more engaged
lives.***

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***The
Revolutionary
Sales Approach
Scientifically
Proven to
Dramatically
Improve Your
Sales and
Business
Success
Blending
cutting-edge***

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***research in
social
psychology,
neuroscience,
and behavioral
economics, The
Science of
Selling shows
you how to
align the way
you sell with
how our brains***

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***naturally form
buying
decisions,
dramatically
increasing
your ability
to earn more
sales. Unlike
other sales
books, which
primarily rely
on anecdotal***

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***evidence and
unproven
advice,
Hoffeld's
evidence-based
approach
connects the
dots between
science and
situations
salespeople
and business***

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Leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers' emotions to increase their receptiveness

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***to you and
your ideas -
Ask questions
that line up
with how the
brain
discloses
information -
Lock in the
incremental
commitments
that lead to a***

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**sale - Create
positive
influence and
reduce the
sway of
competitors -
Discover the
underlying
causes of
objections and
neutralize
them - Guide**

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**buyers through
the necessary
mental steps
to make
purchasing
decisions
Packed with
advice and
anecdotes, The
Science of
Selling is an
essential**

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***resource for
anyone looking
to succeed in
today's
cutthroat
selling
environment,
advance their
business
goals, or
boost their
ability to***

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***influence
others.***

*****Named one of
The 20 Most
Highly-Rated
Sales Books of
All Time by
HubSpot
Look out for
Daniel Pink's
new book,
When: The***

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**Scientific
Secrets of
Perfect Timing
#1 New York
Times Business
Bestseller #1
Wall Street
Journal
Business
Bestseller #1
Washington
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bestseller
From the
bestselling
author of
Drive and A
Whole New
Mind, and
teacher of the
popular
MasterClass on
Sales and
Persuasion,

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comes a surprising--and surprisingly useful--new book that explores the power of selling in our lives.

According to the U.S. Bureau of

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***Labor
Statistics,
one in nine
Americans
works in
sales. Every
day more than
fifteen
million people
earn their
keep by
persuading***

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**someone else
to make a
purchase. But
dig deeper and
a startling
truth emerges:
Yes, one in
nine Americans
works in
sales. But so
do the other
eight. Whether**

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***we're
employees
pitching
colleagues on
a new idea,
entrepreneurs
enticing
funders to
invest, or
parents and
teachers
cajoling***

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***children to
study, we
spend our days
trying to move
others. Like
it or not,
we're all in
sales now. To
Sell Is Human
offers a fresh
look at the
art and***

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**science of
selling. As he
did in Drive
and A Whole
New Mind,
Daniel H. Pink
draws on a
rich trove of
social science
for his counte
rintuitive
insights. He**

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***reveals the
new ABCs of
moving others
(it's no
longer "Always
Be Closing"),
explains why
extraverts
don't make the
best
salespeople,
and shows how***

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***giving people
an "off-ramp"
for their
actions can
matter more
than actually
changing their
minds. Along
the way, Pink
describes the
six successors
to the***

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***elevator
pitch, the
three rules
for
understanding
another's
perspective,
the five
frames that
can make your
message
clearer and***

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***more
persuasive,
and much more.
The result is
a perceptive
and practical
book--one that
will change
how you see
the world and
transform what
you do at***

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***work, at
school, and at
home.***

***Full of
entertaining
stories and
real-life
illustrations,
this classic
book will give
you the
strategies you***

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***need to become
proficient in
the art of
effective
persuasion,
including how
to project
warmth and
integrity,
increase
productivity,
overcome***

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***objections,
and deal
respectfully
with
challenging
prospects.
This new
edition
includes fresh
opening and
closing
chapters as***

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***well as tips
and examples
throughout
that
illustrate the
relevance of
these truths
in the
marketplace
today. Also
includes a
foreword***

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*written by Tom
Daniel Pink
Ziglar.*

*How Innovative
Companies Are
Reducing Churn
and Growing
Recurring
Revenue
Why Right-
Brainers Will
Rule the
Future*

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Modern
Marketing
Secrets of
Closing the
Sale
How I Raised
Myself From
Failure to
Success in***

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***Selling
How to Get
Your Way in
Business and
in Life
Stop Acting
Like a Seller
and Start
Thinking Like
a Buyer***

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**why everyone is
a salesperson
and how anyone
can effectively
connect to and
move others in
his deeply
thoughtful and
analytical book,
To Sell is Human:
The Surprising
Truth About
Moving Others.
This ZIP Reads**

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summary
Daniel Pink
provides key
takeaways and
analysis from
Pink's #1
bestselling book,
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revolutionary
look at sales and
selling will
change the way
you think, work,
and sell. Click

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original book
How the
economy has
shifted and why
everyone is a
salesperson The**

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**NEW "ABC" of
selling (it's not
"Always be
closing") Ste-by-
step
breakdown's of
Pink's advice and
methodology Key
takeaways &
analysis of the
original book
Editorial reievew
Background on
the author About**

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the Original
Book: Daniel Pink

**writes clearly
and fluidly to
impress on
readers what
ought to be
obvious by now:
sales tactics that
worked twenty
years ago when
information was
scarce and buyer
behavior**

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**predictable are,
at best,
inadequate at
moving today's
informed but
distracted buyer.
Weaving
engaging
anecdotes into
candid
observations,
Pink shows how
to connect to a
tough audience,**

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**pitch, clarify
your offering,
and survive
rejection.**

**Anyone who
wants to become
more effective at
persuading other
people will find
the ideas in this
book invaluable.**

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author of Drive
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**Human, comes
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your first job in
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of Johnny Bunko:
The Last Career
Guide You'll Ever
Need. There's
never been a
career guide like
The Adventures
of Johnny Bunko
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**(author of To Sell
Is Human: The
Surprising Truth
About Motivating
Others). Told in
manga—the
Japanese comic
book format
that's an
international
sensation—it's
the fully
illustrated story
of a young**

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Everyman just out of college who lands his first job. Johnny Bunko is new to the Boggs Corp., and he stumbles through his early months as a working stiff until a crisis prompts him to rethink his approach. Step

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**by step he builds
a career,
illustrating as he
does the six core
lessons of
finding, keeping,
and flourishing
in satisfying
work. A
groundbreaking
guide to
surviving and
flourishing in any
career, The**

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**Adventures of
Johnny Bunko is
smart, engaging
and insightful,
and offers
practical advice
for anyone
looking for a life
of rewarding
work.**

**Proven
Strategies to
Make Your Pitch,
Influence**

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**Decisions, and
Close the Deal
How the Most
Powerful Tool in
Business Can
Double Your
Sales Results
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Truth About
Moving Others
By Daniel H. Pink
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