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**Through stories and examples
of successes and failures, this**

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book offers advice on the best ways to find and approach a potential employer, using techniques that can be applied to anyone's job-search, regardless of expectations or previous experiences. By

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examining the viewpoints of the employer, it shows readers how to assess what the company is looking for in a prospective employee, and how to make the shoe fit. Today more than ever, the

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biggest thing that separates you from your competitors is you. According to Thomas A. Freese, whose Question-Based Selling system has been adopted and implemented by thousands of

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salespeople in companies all over the world, YOU are the biggest differentiator between you and your competitors. Given the current business climate, sellers should no longer count on their product

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**or service to sell itself
because their toughest
competitors are out there with
similar products they claim are
better. Instead, it's more likely
that in closely contested sales,
the decision will come down to**

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whichever salesperson offers the best service, is the most responsive, or displays any number of other highly intangible attributes, such as credibility, expertise, helpfulness, and integrity. The

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challenge for sellers is to convey these qualities in a way that promises value to customers. Freese explains how to maximize a value proposition and ultimately win more sales through strategies

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**that include: ? managing
conversational dynamics ?
influencing the customer's
buying criteria ? justifying
costs ? creating curiosity
about your product**

The secrets of breakout

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selling! Using his thirty years of experience training corporate sales forces, Stephan Schiffman has put together a collection of the most essential techniques for succeeding in the field. From

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**getting leads and cold calling
to establishing a solid
relationship and closing the
deal, Schiffman covers
everything you need to know
in order to improve your
performance and make the**

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sale. Inside this book, you'll find his proven sales philosophy, which includes such elements as: Sales don't happen unless questions are asked. An objection is an opportunity in disguise. A

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salesperson's responsibility is to help the client solve a problem. No one ever made a good sale by interrupting a client. Whether you're new to the field or looking for a quick refresher, you will finally be

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**able to beat out the
competition and take your
career to the next level with
The Ultimate Book of Sales
Techniques!
Outsell, Outmanage,
Outmotivate, & Outnegotiate**

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Your Competition

**Use Your Head to Get Your
Foot in the Door**

All the Way to the Top

Foundations of Airline Finance

Get the Job You Want, Keep

the Job You Love-- in Today's

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Frenzied Job Market
The Rules for Rising to the
Top of Any Organization

Why are Gerald Ford, Ted Koppel,
Billy Graham, Leonard Lauder,
Mario Cuomo, Robert Redford,
Gloria Steinem, Peter Ueberroth,

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Walter Mondale, Lou Holtz, Norman Vincent Peale, and so many other successful people raving about this book? First, look through the testimonials that fill the opening pages. You will see that: Many of the most Important and successful people in America think that Harvey

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Mackay is one of the most remarkable men in America -- and that this is a remarkable book. Then, turn to any page of the text. You'll see in an instant what so many people are excited about. Would you like to succeed in BUSINESS? Harvey offers you

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dozens of tips on how to: "Outsell" by getting appointments with people who absolutely, positively do not want to see you, and then making them glad they said "yes"
""Outmanage" by arming yourself with information on prospects, customers, and competitors that

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the CIA would envy -- using a system called the "Mackay 66." "Outmotivate" by using his insights to help yourself or your kids join the ranks of America's one million millionaires."Outnegotiate" by knowing when to "smile and say no" and when to "send in the

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clones."Would you like to succeed in LIFE? This book is about being successful in whatever you do Harvey Mackay is the type of honest, enterprising, and dedicated winner we'd all like to emulate. Swim with the Sharks is good news for anyone who wants to be a

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winner in any field of human endeavor. DIVE IN Fortune magazine called Harvey Mackay "Mr. Make-Things-Happen." During a dynamic and productive life, Harvey Mackay has made many things happen. He's a man who: At age 26, bought a failing envelope

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company that today is a multimillion-dollar corporation producing over 10,000,000 envelopes per day. Was the catalyst to get the \$75 million Metrodome built in Minneapolis. Spearheaded the famed \$6 million "Twins Ticket Buyout" to keep the World Series

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Champion Twins in Minnesota. Has devoted countless hours of service to numerous boards, charities, and business organizations.

The computer unlike other inventions is universal; you can use a computer for many tasks: writing, composing music, designing

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buildings, creating movies, inhabiting virtual worlds, communicating... This popular science history isn't just about technology but introduces the pioneers: Babbage, Turing, Apple's Wozniak and Jobs, Bill Gates, Tim Berners-Lee, Mark Zuckerberg. This

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story is about people and the changes computers have caused. In the future ubiquitous computing, AI, quantum and molecular computing could even make us immortal. The computer has been a radical invention. In less than a single human life computers are

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transforming economies and societies like no human invention before.

SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-

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based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free,

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accessible style, such as:

Greatness May Get You Nowhere

Focus Groups Don'ts The More You

Say, the Less People Hear & Seeing
the Forest Around the Falling Trees.

Getting a Job Is a Job

SNAP Selling

The Language of Trust

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Learning from the Masters About
the Business of Life

Power Words and Strategies from
the World's Top Sales Experts

Powerful Phrases for Effective
Customer Service

Provides advice and real-life stories

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about job searches, explaining how to rebuild confidence, take advantage of the way bosses make hiring decisions, and blend the latest online tools with old-fashioned face-to-face networking.

Harvey Mackay takes readers back

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to the most basic tool that all of our speech is composed of; the alphabet. In The ABCs of Business Success, each individual letter holds a sacred significance in business, relationships, and life itself. In his classic "to-the-point" style, Harvey

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casts light upon the keystone concepts in the most foundational areas of business. The format of the book is delightful and engaging, with each section composed of an alphabetical list, encapsulating all of the most pertinent knowledge for

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readers. Each list mirrors Harvey's own meticulous level of organization that he brings to his businesses, speaking and writing careers, and his widespread community involvement. The ABCs of Business Success strikes a fine balance of both

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humor and seriousness, marrying something as light-hearted as the humble alphabet with advanced entrepreneurial concepts. With an extensive and nuanced career, Harvey has no shortage of experience to share with his readers

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to give them an edge over the competition. Putting the alphabet on center stage, this book takes new students as well as seasoned pros to their maximum performance. If you thought that the ABCs would only be relevant in kindergarten, Harvey

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is here to take you back to school!
Advice from one of America's most
respected and well-connected
business leadership gurus If you
haven't reached your peak, you're
not alone. But still, you're doing
something right. Sound strange?

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Well, any businessperson worth their salt knows it takes determination to reach the finish line. The business world is constantly changing so it 's essential to learn, adapt, and grow. In all-new pieces of wisdom, common sense, and advice, Harvey

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Mackay shares his decades of business leadership acumen to show you how to stay relevant, fluid, and on the path for success. Find out how adversity can be your best friend Use humility in your successes to make good business partners Stop

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riding a dead horse Discover how
recognition does wonders Told with
the sort of straight-shooting humor
that only Harvey Mackay can
deliver, You Haven't Hit Your Peak
Yet is your personal road map for
the route that can take you to the

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top.

Sharkproof

Methodology and Practice

Theory, Practice, Implementation

Strategy

The Harvey Mackay Rolodex

Network Builder

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The Most Critical Element in Every Sales Effort

This straight-from-the-hip
handbook by bestselling
author and self-made
millionaire Harvey Mackay
spells out the path to

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success for readers everywhere. They will learn how to: Outsell by getting appointments with people who absolutely, positively do not want to see you, and then making them glad they said "yes!" Outmanage by

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arming yourself with information on prospects, customers, and competitors that the CIA would envy - using a system called the "Mackay 66." Outmotivate by using his insights to help yourself or your kids join

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the ranks of Amercia's one million millionaires. Outnegotiate by knowing when to "smile and say no" and when to "send in the clones." This one-of-a-kind book by a businessman who's seen it all and done it all

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has sold almost 2 million copies, and is the essential roadmap for everyone on the path to success.

If you can't trust those in charge, who can you trust? From government to business, banks to media,

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trust in institutions is at an all-time low. But this isn't the age of distrust--far from it. In this revolutionary book, world-renowned trust expert Rachel Botsman reveals that we are at the tipping point

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of one of the biggest social transformations in human history--with fundamental consequences for everyone. A new world order is emerging: we might have lost faith in institutions and leaders, but millions of people rent

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their homes to total strangers, exchange digital currencies, or find themselves trusting a bot. This is the age of "distributed trust," a paradigm shift driven by innovative technologies that

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are rewriting the rules of an all-too-human relationship. If we are to benefit from this radical shift, we must understand the mechanics of how trust is built, managed, lost, and repaired in the digital age.

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In the first book to explain this new world, Botsman provides a detailed map of this uncharted landscape--and explores what's next for humanity. You are looking at the ultimate briefing on how to

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get hired and trading-up for a higher-paid position. This concentrated game plan is drawn from Harvey Mackay's road-tested tips assembled over decades of intense interviews, extensive hiring experience, and life-

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changing presentations. It's a tough time for job seekers, and you will need every advantage you can get. With a rapidly changing marketplace shaped by increased automation and technology levels along with

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the devastating 2020, finding a job has become exponentially more challenging. When unemployment rates are high, you'll need an iron-clad strategy to stand-out. As an essential resource, this

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book offers resources and tips to move you to the top! The resources included are 16 pre-interview questions, 44 interview prep items, and a powerful, 22 item, post-interview checklist. You will learn: How to win video

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job interviews How to negotiate a job offer for higher pay Tips to win for 55+ job seekers How to compete if you are not tech-savvy What to do if you are a recent college grad. There is more opportunity in the

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job market than you can imagine. Armed with these tools, you'll be the most competitive job candidate on the market.

How to Say It: Business to
Business Selling

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the Real World

An Unconventional Guide to
Success

Secrets to Selling When No
One Is Buying

Who Can You Trust?

Biz Books to Go - A Field
Guide to Modern Marketing

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There are approximately 35 million business to business sales reps in the country selling everything from books and computers to furniture and flooring. They know as well as anyone that selling to other businesses is not the same as selling to consumers. Businesses

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have different budgets, needs, demands, and expectations from those of general consumers. That means an entirely different skill set is required of business to business sales reps. How to Say It: Business to Business Selling is the only book of its kind that caters exclusively to

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business to business sales professionals. Its short chapters provide tips and strategies tailored especially for the unique business to business selling process. You'll learn how to: Motivate Yourself to Sell Craft an Elevator Pitch Find Hot Sales Leads Make a Cold Call

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**Use Voicemail to Sell Give a Sales
Presentation Write a Sales
Proposal Give a Product Demo
Negotiate the Best Deal Close a
Sale Create a Powerful Sales
Process Sell to Top Executives
Build Sales Partnerships Get a
Customer Referral Accelerate Your**

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**Sales Cycle With How to Say It:
Business to Business Selling you
can sell business to business like a
seasoned pro.**

**Overview of Data Communications;
Basic Data Communication
Principles; Physical Serial
Communication Standards; Error**

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**Detection; Cabling Basics;
Electrical Noise and Interference;
Modems and Multiplexers;
Introduction to Protocols; Open
Systems Interconnection Model;
Industrial Protocols; HART
Protocol; Open Industrial Fieldbus
and DeviceNet Systems; Local Area**

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Networks; Appendix A: Numbering Systems; Appendix B: Cyclic Redundancy Check (CRC) Program Listing; Appendix C: Serial Link Design; Glossary.

Tough Times can be brought on by any number of factors: a down economy, Mother Nature, shifts in

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**customers' needs, national
tragedy--the list goes on and on.
These types of changes can be
extremely disruptive, even
paralyzing, when we're not
prepared for them. While many see
no other option than to "sit tight"
and "ride things out" when crisis**

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strikes, true career professionals in selling understand that the only way to deal with adversity is to meet it head-on. That's why a positive attitude and a proactive approach to problem-solving are two of the most essential ingredients for success in

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selling--and why those who embrace them not only to survive but thrive, even in the most difficult of circumstances. Now, in his latest book, SELLING IN TOUGH TIMES, world-renowned selling expert Tom Hopkins puts his real-world , in-the-trenches experience to work and

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shares his plan to reverse the momentum of tough times--and even capitalize on them. With exercises to help you discover previously overlooked opportunities and eliminate waste, along with out-of-the-box methods for recruiting new customers and

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key tips on how to solidify your existing business, Hopkins gives you powerful ways to spur sales now and for years to come. Learn how to: Mine your client list to generate new leads Keep--and reward--your current customers so that they're loyal for life. Reduce

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the sales resistance that plagues tough times with tactics that overcome consumers' fears. Woo clients from your competition with 12 new strategies specially tailored for tough times. Cycles will come and go, but the principles of great selling and those who live by them

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**stand firm. Find out how you can
achieve your maximum selling
potential, whatever the business
climate, in SELLING IN TOUGH
TIMES today.**

**The Only Networking Book You'll
Ever Need**

What I've Learned in 40 Years of

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Business

**Over 700 Ready-to-Use Phrases
and Scripts That Really Get Results
Swim With the Sharks Without
Being Eaten Alive/Beware the
Naked Man Who Offers You His
Shirt/Boxed Set
Selling Ideas in a World of Skeptics**

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**From the Dawn of Computing to
Digital Consciousness**

*Harvey Mackay is a
legend—and now he's back
with the sum total of
decades of sales know-
how, teaching go-getters*

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*how to make the sale and
hit the numbers, day in
and day out. His advice
is rooted in road-
tested, real-world
experiences and include
new tips on the Web,*

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LinkedIn and Facebook.

*As a lifelong student of
the sales game, Mackay
has spent decades
collecting secrets,
wisdom, and anecdotes.
He features his Mackay*

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Morals-life lessons such as:

- Big shots are just little shots who kept shooting.*
- Helping someone up won't pull you down-and could very easily pull them to your*

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*side. • Be like the
turtle: If he didn't
stick his neck out, he
wouldn't get anywhere at
all. There is no one
better to show you how
to be a high-energy,*

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*determined, creative
sales dynamo than Harvey
Mackay.*

*In recent years the
airline industry has
experienced severe
volatility in earnings,*

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with airlines recording periods of substantial profits that are closely followed by periods of financial distress. This trend has continued into the new millennium, with

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*numerous examples of
airlines across the
globe entering
bankruptcy protection or
liquidating. The text
provides an introduction
to both the basics of*

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finance and the particular intricacies of airline finance where there can be significant fluctuations in both revenues and costs. This new edition also

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*includes: capital
budgeting management of
current assets financial
risk analysis fuel
hedging aircraft leasing
This textbook contains
chapters that cover*

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*unique aspects of the
aviation financial
decision-making process.
These include a rigorous
and structured
presentation of the buy
versus lease decision*

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that is prevalent in the industry, a valuation process for aviation assets, the recent trend toward privatization and the difficulty inherent in the valuation of a

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*publicly-owned or semi-
publicly owned asset.*

*The Foundations of
Airline Finance, now in
its second edition, is
an introductory text
that can be used either*

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*as a general financial
text or in a specialized
class that deals with
aviation finance in
particular.*

*Now Updated and with New
Success Tips for*

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*Everyone, at Any Level!
Vision, persistence,
integrity, and respect
for everyone in the
workplace--these are all
qualities of successful
leaders. But Jeffrey J.*

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Fox, the founder of a marketing consulting company, also gives these tips: never write a nasty memo, skip all office parties, and overpay your people.

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*These are a few of his
key ways to climb the
corporate ladder.*

*Beware the Naked Man Who
B S/Wx12*

*Beware the Naked Man Who
Offers You His Shirt*

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*Selling the Invisible
Get the Job You Want,
Keep the Job You Love -
in Today's Frenzied Job
Market
Outsell, Outmanage,
Outmotivate, and*

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*Outnegotiate Your
Competition*

*You Haven't Hit Your
Peak Yet!*

What to Say, How to Say It, Why
It Matters If you're trying to sell
something-whether it's a product,

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a service, or an idea-you are facing a new era of consumers who listen less and question more. The Language of Trust is for anyone who must sell ideas, products, services, or even themselves to a public that just

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doesn't want to hear it. Based on pioneering consumer research, The Language of Trust shows you how to regain the confidence of your clients and customers and communicate with them on their terms. You'll learn what words to

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use, what words to lose, and how to structure your message to overcome skepticism and build and keep the trust of your audience.

Let's face it, dealing with customers isn't easy. They aren't

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always right--or even pleasant. But experienced business author Renée Evenson ensures you always have the right words to defuse tense interactions. In *Powerful Phrases for Effective Customer Service*, she covers

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thirty challenging customer behaviors and twenty common employee-caused negative encounters to teach readers how to assess circumstances, choose one of many appropriate responses, and confidently and

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consistently deliver customer satisfaction. Helpful sample scenarios and tangible instructions bring the phrases to life, while detailed explanations bolster your confidence so that you'll have the right words as

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tools at your disposal and the skills to take action and deliver those words effectively. Practical and insightful, Powerful Phrases for Effective Customer Service ensures you'll never again be at a loss for what to say to customers.

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By incorporating language that communicates welcome, courtesy, rapport, enthusiasm, assurance, regret, empathy, and appreciation, you'll not only be capable of overcoming obstacles--you'll strengthen all

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facets of your customer service.
What does strategy mean to a
Head of Ethics, Sustainability, and
Governance in a globally-leading
asset management company in
London? How does the Chair of a
not-for-profit community interest

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company, which supports women in Scotland to thrive in business, use learning to shape strategy? How is innovation, digitalization, and disruption viewed by the CEO of a Singaporean fintech start-up? Strategy: Theory, Practice,

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Implementation represents a new breed of textbook for this discipline. Developed in consultation with lecturers, students, and professionals, the book's research-driven Process-Practice Model of Strategy places

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implementation at its core, enabling students to develop a crystal clear understanding of how strategy operates in a culture of dynamism, adaptability, and change. The authors' wealth of teaching, research, and

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practitioner experience shines through in their writing as they strike the perfect balance between clarity and rigour. They expertly cover all the core areas of strategy, using carefully paced, step-by-step guidance to apply

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theories and models of strategy to a diverse range of examples, making the text the most practical of its kind. Moving beyond the limits of traditional texts, Strategy offers unique Practitioner Insights (and accompanying video

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interviews) gathered from professionals engaged in a range of strategic roles, across multiple industries and sectors worldwide, to help students grasp the complex reality of strategic management in practice. Strategy:

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Theory, Practice, Implementation ultimately provides students with a lively, critical, and highly practical approach to thinking, talking, and acting like a strategist. This text will inspire them and fully prepare them for

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their future career in business.

Online resources accompanying the textbook include: For registered adopters: - A test bank -

PowerPoint slides - Answers to, or guidance on, the chapter-opening case study questions in the book -

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A series of 'Boardroom Challenges' for use in group role play exercises / action learning simulations - Teaching notes on using the 'Boardroom Challenges' in class For students: - Video interviews with the practitioners

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from the Practitioner Insights, and further videos providing advice on how students can enhance their employability. - Research Insights to broaden students' perspectives of academic research and its impact on strategic thinking -

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Links to articles, cases, chapters,
or multimedia resources to
support students' further reading -
Additional case studies with
exercises or discussion questions -
Video interviews with the authors
in which they discuss key theories

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and implementation issues - MCQs
- Guidance on how to analyse a
case study - Flashcard glossary
We Got Fired!-- and It's the Best
Thing that Ever Happened to Us
75 Ways to Master Cold Calling,
Sharpen Your Unique Selling

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Proposition, and Close the Sale
How Technology Brought Us
Together and Why It Might Drive
Us Apart
Dig Your Well Before You're
Thirsty
Harvey Mackay's ABCs of

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Business Success

Harvey Mackay

Harvey Mackay, author of
Swim With the Sharks

Without Being Eaten Alive,
believes that, to succeed in
business, you should always

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do what you love, love what you do and deliver more than you promise. This book contains 85 lessons in the form of specific advice and personal anecdotes. The themes covered include

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getting started, working your way up, running the show, long-term sales careers, keeping out of trouble and relationships with the people you work for.

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Swim with the Sharks
Without Being Eaten
Alive)) Beware the Naked
Man Who Offers You His
Shirt)) 2 Vols.

The author applies his
business knowledge to such

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

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and clear for your 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 synch with your customers' objectives, issues, and needs. -Raise Priorities:

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