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Cheese Training Workbook

# **Who Moved My Cheese Training Workbook**

In his new book, Microsoft  
chairman and CEO Bill Gates

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discusses how technology can help run businesses better today and how it will transform the nature of business in the near future. Gates stresses the need for managers to view technology not as overhead but as a

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strategic asset, and offers detailed examples from Microsoft, GM, Dell, and many other successful companies. Companion Web site.

Transforming Business, Organizational Culture, and

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Self In business and life, there are often moments when one simply can't seem to find a way forward.

Searching in the past for solutions to persistent problems results in frustration and confusion.

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Issues in corporate teamwork and individual relationships can feel overwhelming and even insurmountable. There's a lack of control and a sense of being stuck. B State provides a clear roadmap from point A to

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point B to rapidly achieve measurable, breakthrough results. It's about a true transformation that removes old mindsets and silos, while replacing inefficient behaviors with desired habits to quickly create the

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highest performing culture  
for groundbreaking business  
outcomes. Equipped with over  
30 years of professional and  
academic expertise, author,  
speaker, and change agent  
Mark Samuel helps companies  
(and the individuals that

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comprise them) achieve their B State, enabling them to make the necessary changes they didn't think were possible. His strategies for finding and enacting solutions to complex challenges use real life



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examples to help readers embrace accountability and envision their success in order to achieve the transformation they need. This book focuses readers on where they want to go, and it helps them get there

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fast. Written for business executives, managers, supervisors, and leaders at all levels, this is a book about how to not just do business but also live life. It brings about the dynamic forward launch readers are

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looking for, creating results that are both unprecedented and sustainable.

Who Cut the Cheese? uses a delightful little fable to encapsulate the fundamental rule of modern American

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management and the new economy: "Survive change by shifting blame." The fable revolves around two malevolent rats and two spiteful "Punypeople" who find themselves trapped together in a maze, fighting

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over a dwindling supply of constantly moving cheese. Some characters adapt readily to this treacherous, shifting environment -- blaming the weak and overpowering the helpless. Others perish in horror,

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praying for death. Read this book and live! Written for all ages, the story can be understood by even the youngest reader: The "maze" is a metaphor for life, and the "cheese" is a metaphor for whatever you

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desire in life -- be it worldly goods, spiritual well-being, or unspeakable sexual encounters too deviant even for the Internet. The more advanced reader will also understand the secondary message of the

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book: "Resistance is futile." As soon as change happens, we must accept it immediately or suffer the consequences. This heavy-handed lesson is designed to engender unquestioning obedience to authority, and



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makes the book an ideal gift for subordinates. Large companies would be well advised to give this book to each and every one of their employees, especially if they are considering a restructuring to bolster

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shareholder value. Extremely short, even including illustrations, the story takes less than an hour to read, but its unsettling conclusions on the nature of humanity should last a lifetime!

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There are hidden laws at work in every aspect of your business. Understand them, and you can create extraordinary growth. Ignore them, and you run the risk of becoming another statistic. It's become

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almost cliché: 8 out of every 10 new ventures fail. Of the ones that succeed, how many truly thrive—for the long run? And of those that thrive, how many continually overcome their growth hurdles ... and

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ultimately scale, with meaning, purpose, and profitability? The answer, sadly, is not many. Author Lex Sisney is on a mission to change that picture. After more than a decade spent leading and coaching

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high-growth technology companies, Lex discovered that the companies that thrive do so in accordance with 6 Laws - universal principles that govern the success or failure of every individual, team, and

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organization.

A Novel

Stuff You Should Know

Peaks and Valleys

Zero to \$10 Million

The Real Michael Swann

We Move Our Own Cheese!

The Present

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**From the duo behind the massively successful and award-winning podcast Stuff You Should Know comes an unexpected look at things you thought you knew. Josh Clark and Chuck Bryant started the podcast Stuff You Should Know back in 2008 because they were**



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**curious—curious about the world around them, curious about what they might have missed in their formal educations, and curious to dig deeper on stuff they thought they understood. As it turns out, they aren't the only curious ones. They've since amassed a rabid fan**

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**base, making Stuff You Should Know one of the most popular podcasts in the world. Armed with their inquisitive natures and a passion for sharing, they uncover the weird, fascinating, delightful, or unexpected elements of a wide variety of topics. The pair have now**

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**taken their near-boundless "whys" and "hows" from your earbuds to the pages of a book for the first time—featuring a completely new array of subjects that they've long wondered about and wanted to explore. Each chapter is further embellished with snappy visual**

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**everything (...except maybe jackhammers).**

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**understand. Easy to flick through. It's like a reference to how you feel'**  
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STANDARD, WOMEN'S HEALTH,  
MARIE CLAIRE AND GRAZIA**

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**old routines worked. If they'd just stop moving "The Cheese." But things keep changing... Most people are fearful of change, both personal and professional, because they don't have any control over how or when it happens to them. Since change happens either to the**



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**individual or by the individual, Dr. Spencer Johnson, the coauthor of the multimillion bestseller *The One Minute Manager*, uses a deceptively simple story to show that when it comes to living in a rapidly changing world, what matters most is your attitude.**

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**The Modern Enneagram**

**Out of the Maze**

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**Discover Who You Are and Who**

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*ranch wife through recipes, photos, and pithy commentary based on her popular, award-winning blog, Confessions of a Pioneer Woman, and whips up delicious, satisfying meals for cowboys and cowgirls alike made from simple, widely available*

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*ingredients. The Pioneer Woman Cooks—and with these “Recipes from an Accidental Country Girl,” she pleases the palate and tickles the funny bone at the same time.*

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*department, division, or organization and found that you seem to be the only one who can see it? Worse yet, has it ever seemed that while you are struggling to pull your idea into consideration, others are actively holding you back? If you just had the*



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*power, you think, great things could be accomplished. What is your reaction? Have you and others who suggest new ideas been so beaten down in the past that you simply let the idea go because it isn't worth the emotional capital to pursue it? If that*

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*is the case, and your idea is indeed a good one, who suffers? You? The organization? The organization's customers? The answer is all of the above. This book is designed to help those with limited positional power to find ways to get their ideas seriously*

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*considered. It is also designed to help those with positional power create a culture that encourages ideas that will benefit the organization regardless of their source. Inspired by Spencer Johnson's classic fable, Who Moved My Cheese?, the authors of this book*

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*decided that there was another story that could be told about taking a more proactive, team-based approach to change. We Move Our Own Cheese! is about creating change. As in Johnson's book, the cheese is a metaphor for what we have in life and*

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*what we believe we want more of. In a business context, it represents the business we are in—our current paradigm—and what it gives us. "A cleverly conceived, thought-provoking fable by authors Fair and Sower that provides great insight into how to*

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*recognize the need for organizational change, the courage to make changes - and the necessity of taking risks in order for an organization's survival in today's innovative and highly competitive world. A great read for employees at every organizational*

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*level in any industry. I hope that this excellent book will have timely and wide distribution." Richard Bozeman, Author and Inventor; Retired Chief of the Propulsion and Power Division Test Facilities, NASA "It was very clever and thought provoking. I think*

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*the book could open up numerous opportunities for consulting and seminars."* Peter Birkholz, M.B.A. Managing Partner, Sam Houston Group, LP and Management Consultant, Birkholz Management Co. ZLLC. *"The manuscript is very*



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*well written. The characters represent very recognizable types in organizations. Their reactions to threat and authority are realistic, making them sympathetic figures. The story is compelling, with exciting plot twists. I couldn't stop reading until*

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*the end. The diary entries are a clever way to help the reader understand the story's underlying messages. Your prologue and epilogue are thorough and will be very useful for instructors and trainers, especially the list of discussion questions at the end." Dr.*

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*Geraldine Hynes, Ph.D. Professor of Business Communication, Sam Houston State University "I thoroughly enjoyed reading the manuscript. The simple, fun way the fable is written captivates the interest of the reader. I love the way the*

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*lessons are weaved into the fable and how they are presented, pulled out for emphasis in a book format. The main lesson and contributing lessons are profound and apply to any organization and individuals at a personal level. The diverse characters*

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*seem to come to life and the fable highlights the importance of teamwork leveraging the unique skills of the team. In addition, it points out that leadership among team members is fluid and situational. Such a fable can be used in academic and business*

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*settings. Academically, it would be valuable for students learn that they are empowered to create the path in front of them and how to be creative to overcome obstacles. In a business environment, it could reinforce for executives the importance of building*

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*a culture of innovation." Jerrine Baker, M.B.A. University Lecturer and President-Owner, Majestic Dreams Travel*

*Broadcast journalist Maria Shriver reveals the lessons that have guided her journey as a career woman, wife,*

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*and mother. Expanded from her highly praised commencement address and best-selling book, this Little Book offers wise and wonderful advice. This Little Book has been adapted from Ten Things I Wish I'd Known-Before I Went Out into the Real World by*



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*Lessons in Leadership  
Organizational Physics - The Science  
of Growing a Business*

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***Making Good And Bad Times Work  
For You--At Work An  
For Kids : an A-mazing Way to  
Change and Win!  
The Working Poor  
That's Not How We Do It Here!  
Why Has Nobody Told Me This***

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## *Before?*

What's the worst thing you can hear when you have a good idea at work? "That's not how we do it here!" In their iconic bestseller *Our Iceberg Is Melting*, John Kotter and Holger Rathgeber used a simple fable about

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penguins to explain the process of leading people through major changes.

Now, ten years later, they're back with another must-read story that will help any team or organization cope with their biggest challenges and turn them into exciting opportunities. Once upon

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a time a clan of meerkats lived in the Kalahari, a region in southern Africa. After years of steady growth, a drought has sharply reduced the clan's resources, and deadly vulture attacks have increased. As things keep getting worse, the harmony of the clan is

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shattered. The executive team quarrels about possible solutions, and suggestions from frontline workers face a soul-crushing response: “That’s not how we do it here!” So Nadia, a bright and adventurous meerkat, hits the road in search of new ideas to help her troubled

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clan. She discovers a much smaller group that operates very differently, with much more teamwork and agility. These meerkats have developed innovative solutions to find food and evade the vultures. But not everything in this small clan is as perfect as it seems at

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first. Can Nadia figure out how to combine the best of both worlds—a large, disciplined, well-managed clan and a small, informal, inspiring clan—before it's too late? This book distills Kotter's decades of experience and award-winning research to reveal



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why organizations rise and fall, and how they can rise again in the face of adversity.

Four little friends in a maze find and enjoy some cheese, but when the cheese is gone, only Sniff and Scurry adapt and go searching for more while

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Hem and Haw wait for more cheese to appear. Includes a note to parents and discussion questions.

Go get the life you want. Be a Rhinoceros! There is something dangerous about this book. Something big. Something full of power, energy

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and force of will. It could be about you. You could become three tons of thick-skinned, snorting hard-charging rhinoceros. It is time to go get the life you want.

'An optimistic, accessible way to start thinking about change' - Financial

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Times Who Moved My Cheese? offered millions of readers relief for an evergreen problem: unanticipated and unwelcome change. Now its long-awaited sequel digs deeper, to show how readers can adapt their beliefs and achieve better results in any field.

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Johnson's theme is that all of our accomplishments are due to our beliefs: whether we're confident or insecure, cynical or positive, open-minded or inflexible. But it's difficult to change your beliefs - and with them, your outcomes. Find out how Hem, Haw,

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and the other characters from Who Moved My Cheese? deal with this challenge.

The New One Minute Manager  
In a world of dynamic change put  
Customer Experience at the heart of  
your decision-making

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The Gift That Makes You Happier And  
More Successful At Work And In Life,  
Today!

The Narrow Road to the Deep North  
and Other Travel Sketches

Yes or No

Who Cut The Cheese?

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## A Treacherous Tale

In this practical guide, Emmy Award-winning public broadcasting anchor Steve Adubato teaches readers to be self-aware, empathetic, and more effective leaders at work



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and at home. His powerful case studies spotlighting dozens of leaders—from Pope Francis to New Jersey governor Chris Christie—are complemented by concrete tips and tools based in real-life

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scenarios. With Lessons in Leadership, readers can learn to steer others through difficult economic times, to mentor rising leaders, to provide straight talk to underperforming employees,

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and even how to lead a company through a significant change.

This is a bold and original reinterpretation of almost all of Shakespeare's major plays, in the light of the Marxist,

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feminist and semiotic ideas of our own time. Through a set of tenaciously detailed readings, the book illuminates a number of persistent problems or conflicts in Shakespearean drama - in particular a

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contradiction between words and things, body and language, which is also explored in terms of law, sexuality and Nature.

Language and desire, Terry Eagleton argues, are seen by

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Shakespeare as a kind of 'surplus' over and above the body, stable and social roles and a fixed human nature. But the attitude of the plays to such a 'surplus' is profoundly ambivalent; if they admire it as

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the very source of human creativity, they also fear its anarchic, transgressive force. Underlying such ambiguities, the book convincingly shows, is a deeper ideological struggle, between feudalist

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traditionalism on the one hand, and the emergence of new forms of bourgeois individualism on the other. This book reveals how, in the light of our own contemporary theories of language, sexuality



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and society, we can understand the issues present in Shakespeare's drama which previously have remained obscure.

The author of *Negotiating the Impossible* "tackles our

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assumptions about business and life with humor, zest, and wisdom in this delightful fable" (Daniel H. Pink, New York Times-bestselling author). If you were a mouse trapped in a maze and

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someone kept moving the cheese, what would you do? In a world where most mice dutifully accept their circumstances, ask no questions, and keep chasing the cheese, Deepak Malhotra

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tells an inspiring story about three unique and adventurous mice—Max, Big, and Zed—who refuse to accept their reality as given. *I Moved Your Cheese* reveals what is possible when we finally discard long-held

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and widely accepted assumptions about how we should live our lives. After all, achieving extraordinary success, personal or professional, has always depended on the ability to

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challenge assumptions, reshape the environment, and play by a different set of rules—our own. But rejecting deeply ingrained beliefs is not easy. As Zed explains, “You see, Max, the problem is not

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that the mouse is in the maze, but that the maze is in the mouse." "Deepak Malhotra allows you to glimpse a world of your own making without the limits and barriers that others create." —Stephen R.

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Covey, New York Times-  
bestselling author of The 7  
Habits of Highly Effective  
People "A magnificent story  
with a powerful message. As  
someone who has encouraged  
scores of professionals into



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breaking through the maze and defining their own pursuits, I find this to be a gem of a book." —Vinod Khosla, cofounder, former CEO and Chairman, Sun Microsystems, and founder,

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Khosla Ventures "This book's message is both profound and durable. Malhotra has left the maze, and so can we."

—Foreword Reviews

A new edition based on the  
timeless business

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classic—updated to help today's readers succeed more quickly in a rapidly changing world. For decades, *The One Minute Manager*® has helped millions achieve more successful professional and

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personal lives. While the principles it lays out are timeless, our world has changed drastically since the book's publication. The exponential rise of technology, global flattening of markets,

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instant communication, and pressures on corporate workforces to do more with less—including resources, funding, and staff—have all revolutionized the world in which we live and work. Now,

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Ken Blanchard and Spencer Johnson have written The New One Minute Manager to introduce the book's powerful, important lessons to a new generation. In their concise, easy-to-read story,

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they teach readers three very practical secrets about leading others—and explain why these techniques continue to work so well. As compelling today as the original was thirty years ago, this classic parable of a

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young man looking for an effective manager is more relevant and useful than ever.

Accelerate

The One Minute Sales Person

A Business Fable About

Championing Change



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Who Stole My Cheese?

Succeeding in the Digital  
Economy

Getting to the Top on Your  
Own Terms

*In this newly released edition of one*

*Page 113/191*

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*of his classic books, The One Minute Sales Person, Spencer Johnson, the author of the number one New York Times bestseller Who Moved My Cheese?, shows you how to sell your ideas, products, or services successfully! This is the book that*

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*has proved to be a must-have for the millions of people who were looking for the quickest way to improve their selling skills. In these changing times, Spencer Johnson, coauthor of The One Minute Manager®,* shows you how the phenomenal One

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*"selling on purpose," and the liberating "wonderful paradox" of helping others get what they want so you can get what you need. The One Minute Sales Person is a clear, easy and invaluable guide that works for both you and the people you sell to,*

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*for your financial prosperity and personal well-being. In short, it is a classic Spencer Johnson bestseller that can help you enjoy more success with less stress.*

*From the #1 New York Times bestselling author of Who Moved*

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*first the young man doesn't realize that he is talking to one of the most peaceful and successful people in the world. But in the course of further encounters and conversations, the young man comes to understand that he can apply the*



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*old man's remarkable principles and practical tools to his own life to change it for the better. Spencer Johnson knows how to tell a deceptively simple story that teaches deep lessons. The One Minute Manager (co-written with Ken*

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*Blanchard) sold 15 million copies and stayed on the New York Times bestseller list for more than twenty years. Since it was published a decade ago, Who Moved My Cheese? has sold more than 25 million copies. In fact there are*

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*more than 46 million copies of Spencer Johnson's books in print, in forty-seven languages—and with today's economic uncertainty, his new book could not be more relevant. Pithy, wise, and empowering, Peaks and Valleys is*

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*reinvigorated the family bookshop Thomas Marlowe--Manuscripts and Folios, made friends in her new home of Cambridge, England, and might even be developing a bit of a romance with the handsome Kieran--a bikeshop owner with a*

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*somewhat intimidating family pedigree. Having recently fallen in love with The Strawberry Girls, a classic children's tale, Molly is thrilled to learn the author, Iona York, lives nearby. Determined to convince Iona to participate in a*

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*reading at Thomas Marlowe to celebrate the release of a new edition of The Strawberry Girls, Molly and her Aunt Violet set off for Hazelhurst. But while visiting the famous author in her lovely cottage, an old acquaintance of Iona's*



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*tumbles off her roof to his death. As Molly begins to feel this story might more Brother's Grimm than happily-ever-after, the questions start to pile up. Why was anyone on the roof at all? Was this all a terrible accident, or was the man pushed? And what,*

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*if anything, does this all have to do with the long ago death of Iona's husband and co-author of The Strawberry Girls? When one of Iona's daughters--an inspiration for the original Strawberry Girls--goes missing, Molly must put the clues*

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*together before someone  
successfully turns this sweet tale  
sour.*

*Recipes from an Accidental Country  
Girl*

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*Breakthrough Results*

*The Quickest Way to Sell People on  
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leaders committed to leading themselves, their teams, and their businesses on the principles of freedom and organizational democracy—rather than fear and control. In this groundbreaking book, Fenton

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- Freedom-Centered

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mysterious and elusive gift he first hears about from a great old man. This Present, according to the old man, is "the best present a person can receive." Later, when the young boy becomes a young man, disillusioned

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with his work and his life, he returns to ask the old man, once again, to help him find The Present. The old man responds, "Only you have the power to find The Present for yourself." So the young man embarks on a

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tireless search for this magical gift that holds the secret to his personal happiness and business success. It is only after the young man has searched high and low and given up his relentless pursuit that he

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relaxes and discovers The Present—and all of the promises it offers. The Present will help you focus on what will make you happier and more successful in your work and in your personal life, today! Like

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Surviving Change by Shifting  
the Blame  
Business @ the Speed of  
Thought

Aditya runs a gaming company that is struggling to break even. A banker

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slips off a highrise building, plunging to her death. The finance minister has made some promises that he is finding hard to keep. The LTTE has unleashed terror in America that sends the FBI on a wild goose chase, bringing them to Mumbai. Enter Varun, parttime drug dealer and fulltime

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genius. He turns around the gaming company before disaster strikes. Meanwhile, the investigators plunge headlong into the shady world of bitcoins and the Dark Net, websites that only exist for illegal transactions—drugs, sex and money. God Is a Gamer culminates in a

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stunning climax where money means nothing, assassination is taught by the ancient Greeks, and nothing is as it seems.

'It was with awe That I beheld Fresh leaves, green leaves, Bright in the sun'  
When the Japanese haiku master Basho composed The Narrow Road to

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the Deep North, he was an ardent student of Zen Buddhism, setting off on a series of travels designed to strip away the trappings of the material world and bring spiritual enlightenment. He writes of the seasons changing, the smell of the rain, the brightness of the moon and

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the beauty of the waterfall, through which he sensed the mysteries of the universe. These writings not only chronicle Basho's travels, but they also capture his vision of eternity in the transient world around him. Translated with an Introduction by Nobuyuki Yuasa

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“A twisting, heart-wrenching journey into a marriage, a gripping thriller . . . Reardon grabs his readers on page one, then deftly ratchets up the suspense until the breathless ending.”—Lisa Unger, New York Times bestselling author Julia Swann, mother of two young boys, is on the



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phone with her husband, Michael, when the call abruptly cuts out. It isn't until later in the evening when she discovers that something terrible has happened at Penn Station, where Michael was waiting for a train home. Julia races to New York City to look for Michael, her panicked searching

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interwoven with memories of meeting and falling in love with the husband she's now desperate to find. When someone finds a flyer she's posted and tells her they may have seen her husband, her prayers seem to be answered. Yet as she tries to find him, her calls go unanswered. Did Michael

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survive? If so, why hasn't he contacted her? Was he—or is he still—the man she fell in love with? Part family drama, part tragic love story, *The Real Michael Swann* is a deftly plotted suspense novel with an unflinching portrait of a marriage at its heart, challenging us to confront the

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unthinkable—both in our country and in our own homes. “Reardon masterfully delivers an intimate, heartbreaking portrayal of a family whose love, trust, and loyalty for each other is put to the ultimate test.”—Rhiannon Navin, author of *Only Child*

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independently than you ever imagined possible—on your own terms. In *The Path Redefined*, serial entrepreneur Lauren Maillian Bias shares the lessons and tactics that rocketed her to the top of three completely different fields—all before she reached the age of 30. Using her extensive experience

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Ten Things I Wish I'd Known - Before I Went Out Into the Real World  
An A-Mazing Way to Deal with

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***"Yes" or "No," from the #1***



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