

## Unselling Stop Selling Start Connecting Hardcover

Stop Selling and Start Leading  
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The Suitcase Entrepreneur  
A Standard History of Kansas and Kansans  
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### Stop Selling and Start Leading

Novelist, poet, critic, lay theologian, and best-selling author of the 'Narnia' series, C. S. Lewis' works have become timeless classics for adults and children around the world. Here in one concise volume is the essence of his thought on subjects ranging from love and faith to ethics and morality and myth and literature that will throw open the windows of the soul and provide readers with bite-sized nuggets of wisdom and inspiration from one of the best-loved writers of the 20th century. This lovely little gift book will provide sustenance, wisdom, and hope for both believers and seekers. And, most importantly, it will provide an entry point for those unfamiliar with Lewis that will make them want to explore his fiction and nonfiction works. Selections from C.S. Lewis' Little Book of Wisdom: "If God had granted all the silly prayers I've made in my life, where should I be now?" "Surely arrested development consists not in refusing to lose old things, but in failing to add new things..." "Do not dare not to dare." "We are mirrors whose brightness is wholly derived from the sun that shines upon us." "I didn't go to religion to make me happy. I always knew a bottle of Port would do that. If you want a religion to make you feel really comfortable, I certainly don't recommend Christianity."

### Millennial Rules

A groundbreaking vision on the future of reading, from an early innovator on Amazon's Kindle team. Is digital the death knell for print? Or will it reinvigorate the written word? What will happen to bookstores, book browsing, libraries, even autographs? Will they die out—or evolve into something new? In *Burning the Page*, digital pioneer Jason Merkoski charts the ebook revolution's striking impact on the ways in which we create, discover, and share ideas. From the sleek halls of Silicon

Valley to the jungles of Southeast Asia, Merkoski explores how ebooks came to be and predicts innovative and interactive ways digital content will shape our lives. Throughout, you are invited to continue the conversation online and help shape this exciting new world of "Reading 2.0." For those who love books, collect books, own an e-reader, vow never to own one, or simply want to know where books are headed, this is a crucial guide to both the future of reading and to our digital culture as a whole.

## **The Suitcase Entrepreneur**

'Baverstock is to book marketing what Gray is to anatomy; the undisputed champion.' Richard Charvin, Executive Director of Bloomsbury Publishing and President Elect of the International Publishers Association Over four editions, Alison Baverstock's How to Market Books has established itself as the industry standard text on marketing for the publishing industry, and the go-to reference guide for professionals and students alike. With the publishing world changing like never before, and the marketing and selling of content venturing into uncharted technological territory, this much needed new edition seeks to highlight the role of the marketer in this rapidly changing landscape. The new edition is thoroughly updated and offers a radical reworking and reorganisation of the previous edition, suffusing the book with references to online/digital marketing. The book maintains the accessible and supportive style of previous editions but also now offers: a number of new case studies detailed coverage of individual market segments checklists and summaries of key points several new chapters a foreword by Michael J Baker, Professor Emeritus of Marketing, Strathclyde University.

## **A Standard History of Kansas and Kansans**

When a boy whose mind is trapped inside a computer program begins appearing in her dreams, sixth grader Meg uses a hypnotic trance to summon the sorceress Morgan le Fay for aid in freeing him.

## **Talk Yourself Better**

Providing a system that gives customers more measurable benefits than competitors, Costell shows how sales professionals can make fewer calls and win higher-profit orders. Filled with examples and case studies, the book shows how to build value-driven solutions from the perspective of customers' goals rather than the products and services being offered.

## **UnMarketing**

2018 Axiom Business Book Award Winner, Gold Medal Stop Selling! Start Solving! In Ninja Selling, author Larry Kendall

transforms the way readers think about selling. He points out the problems with traditional selling methods and instead offers a science-based selling system that gives predictable results regardless of personality type. Ninja Selling teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. Ninja Selling is an invaluable step-by-step guide that shows readers how to be more effective in their sales careers and increase their income-per-hour, so that they can lead full lives. Ninja Selling is both a sales platform and a path to personal mastery and life purpose. Followers of the Ninja Selling system say it not only improved their business and their client relationships; it also improved the quality of their lives.

### **UnBranding**

Are you interested in the field of counselling and psychotherapy or just starting out in your training? Trying to get to grips with the many different approaches and decide which are right for you? This book can help! An ideal introductory text that assumes no prior knowledge, leading authors in the field provide overviews of 26 counselling and psychotherapy approaches in accessible, jargon-free terms. Each approach is discussed using the same framework to enable easy comparison and evaluation, covering: · Development of the Therapy · Theory and Basic Concepts · Practice · Which Clients Benefit Most? · Case study Four further chapters offer an insight into the therapeutic relationship, working with diversity, professional issues, and research, while resources such as suggested reading, discussion issues, appendices of further information and a comprehensive glossary help you consolidate your learning. So look no further if you want to know the differences between counselling and psychotherapy, compare psychodynamic and psychoanalytic theories, discover how constructivist approaches can be applied in practice, learn about third wave CBT therapies, or just get an general overview of the field; this second edition of a bestseller gives you a whirlwind tour of the breadth, complexity, fascination and problems of the field of counselling and psychotherapy.

### **The Science of Sales Success**

'Brilliant - makes a baffling world comprehensible' - Jeremy Vine 'What an excellent, long-overdue idea! A super-accessible guide through the bewildering marketplace of modern therapy to ease our noble search for help' - Derren Brown So you've decided you want to try therapy. But which type of therapy is best for you? Do you know your CBT from your DBT, your cognitive analytic therapy from your psychoanalysis? Talk Yourself Better cuts through the confusion when it comes to choosing a therapist. Exploring all the different kinds of therapy available, Ariane Sherine offers an entertaining insight into each type, including interviews with celebrities, writers and therapists themselves to help make taking that first step a whole lot easier. · Funny and clear Q&A sections guide you through the differences between therapies · Real life stories give an honest account of the pros and cons of each form of therapy · Therapist interviews give an insight into why a counsellor

would champion their chosen form of practice · Features contributions from household names such as Stephen Fry, Charlie Brooker, Dolly Alderton and David Baddiel. This is an essential overview of the bewildering range of options available to you when you want to solve a psychological or emotional problem. Friendly and accessible, Talk Yourself Better stresses the importance of talk therapy in improving your mental health.

### **Using Expressive Arts to Work with Mind, Body and Emotions**

Grow Your Business with the Right Connections It's easy to feel like networking is a waste of time, energy, or money—but that just means you're doing it wrong. In this new edition of *Networking Like a Pro*, networking experts Dr. Ivan Misner and Brian Hilliard reveal key networking techniques to help you grow your business. In this comprehensive guide, you'll discover strategies that go beyond collecting business cards and turn networking into a profitable resource for your business. Dive into this book and discover how the most successful networkers leverage their brand, expertise, and customers to achieve greatness in life. You'll learn how to: Attract the right people with a carefully crafted Unique Selling Proposition Gain your most valuable customers with referrals from networking partners Make your best first impression with the 12 x 12 x 12 Rule Choose networking events and activities that best fit your needs Build and expand your network with a calculated follow-up strategy Avoid behaviors that damage your reputation and push potential partners away Plus, gain access to worksheets, templates, and the Networking Scorecard designed to help you get the most out of your network. If you're ready to build connections that turn relationships into profitable customers, the *Networking Like a Pro* is for you!

### **UnMarketing**

Awaken the Courageous Leader Inside You True leaders inspire us with their confidence, dedication, and track record of achievement—but does their success arise from innate gifts, or qualities that we all can develop? “Each of us, no matter what our title or job, can become an effective leader by cultivating the same essential attributes found in the classic hero's journey,” says Eric Kaufmann. With *The Four Virtues of a Leader*, this top executive coach presents a must-read guide to help you awaken and amplify the fundamental competencies that every successful leader embodies. Through his interaction and study of some of today's top executives and innovators, Kaufmann has identified the four cornerstones of good leadership: Focus that combines self-awareness with vision; Courage to move toward what you'd rather avoid; Grit for persevering through fatigue and discouragement toward your long-term goals; and the Faith to overcome doubt and stay fully committed to your work. Here he shares powerful insights and field-tested guidance to help you develop these qualities, including: • Four key questions to keep you on track: What am I creating? What am I avoiding? What am I sustaining? What am I yielding? • How to recognize fear as the gatekeeper to your true power • Employing effective communication and genuine empathy to improve your relationship with your team • Using mindfulness and meditation to

instill leadership qualities at the neurological level • Training yourself to consistently make better decisions that always serve your ultimate goals “The hero’s journey challenges you to leave your comfort zone and become a different person—and a better leader,” writes Eric Kaufmann. With *The Four Virtues of a Leader*, he invites you to embark upon a time-honored path of personal evolution to become the inspirational leader you were meant to be.

### **Snap**

Imagine receiving a shocking email from a church member stating that you, the pastor, have mishandled church funds and that you should resign for the good of the congregation. Soon you discover that the church member sent the email to many other church members. Additional lies will follow until the fateful day comes when the members vote to fire you, or the bishop dismisses you, or you resign for sheer survival. You are experiencing church abuse of clergy, which is the topic of this book. Clergy will gain an entirely new understanding of church abuse of clergy that afflicts many pastors and their loved ones by reading this book. The view of church abuse of clergy being presented is a new paradigm that challenges older explanations of the church abuse. This book shows that clergy must begin collaborating in order to discover effective solutions to the church abuse of clergy problem. Clergy must become empowered to confront the church at all levels and support one another in the face of church abuse of clergy. A very toxic ministry situation exists throughout the United States and internationally, which must be challenged!

### **How to Market Books**

### **ICONIC**

Includes the decisions of the Supreme Courts of Missouri, Arkansas, Tennessee, and Texas, and Court of Appeals of Kentucky; Aug./Dec. 1886-May/Aug. 1892, Court of Appeals of Texas; Aug. 1892/Jan./Feb. 1928, Courts of Civil and Criminal Appeals of Texas; Apr./June 1896-Aug./Nov. 1907, Court of Appeals of Indian Territory; May/June 1927-Jan./Feb. 1928, Courts of Appeals of Missouri and Commission of Appeals of Texas.

### **Out of the Dark World**

As a therapist, have you ever experienced moments of absolute trust, understanding and empathy with a client? Such moments of relational depth can feel like a therapeutic breakthrough for the therapist. But what is the client's experience? And what does the research tell us about the potential therapeutic benefits? This wide-ranging book offers a fascinating

survey of the latest thinking and research on in-depth therapeutic encounters. Combining vivid case studies with the latest research evidence, this book:

- Examines a breadth of perspectives: from working with young clients to working in groups
- Explores relational depth in a wider theoretical context: for example, in relation to dialogue, presence, mutuality and the transpersonal.
- Considers important professional issues, such as how relational depth can be assessed and its value in personal development and supervision contexts. By exploring the meaning, challenges and experiences of relational depth, it provides insight into an important dimension of therapeutic practice and, for many, will act as a guide to new ways of thinking about their therapeutic relationships. This book is an essential read for all trainees and practitioners in Counselling and Psychotherapy who want to deepen their levels of therapeutic relating.

### **The Jackass Whisperer**

How we can evade, protest, and sabotage today's pervasive digital surveillance by deploying more data, not less—and why we should. With *Obfuscation*, Finn Brunton and Helen Nissenbaum mean to start a revolution. They are calling us not to the barricades but to our computers, offering us ways to fight today's pervasive digital surveillance—the collection of our data by governments, corporations, advertisers, and hackers. To the toolkit of privacy protecting techniques and projects, they propose adding obfuscation: the deliberate use of ambiguous, confusing, or misleading information to interfere with surveillance and data collection projects. Brunton and Nissenbaum provide tools and a rationale for evasion, noncompliance, refusal, even sabotage—especially for average users, those of us not in a position to opt out or exert control over data about ourselves. Obfuscation will teach users to push back, software developers to keep their user data safe, and policy makers to gather data without misusing it. Brunton and Nissenbaum present a guide to the forms and formats that obfuscation has taken and explain how to craft its implementation to suit the goal and the adversary. They describe a series of historical and contemporary examples, including radar chaff deployed by World War II pilots, Twitter bots that hobbled the social media strategy of popular protest movements, and software that can camouflage users' search queries and stymie online advertising. They go on to consider obfuscation in more general terms, discussing why obfuscation is necessary, whether it is justified, how it works, and how it can be integrated with other privacy practices and technologies.

### **The Four Virtues of a Leader**

Stop marketing. Start UnMarketing. No one likes cold calls at dinnertime, junk mail overflowing your mailbox, and advertisements that interrupt your favorite shows. If this is "marketing," then the world would probably prefer whatever is the opposite of that. If you're ready to stop marketing and start engaging, then welcome to UnMarketing. The landscape of business-customer relationships is changing, and UnMarketing gives you innovative ways out of the old "Push and Pray" rut.

Instead, draw the right customers to you through listening and engagement, enabling you to build trust and position yourself as their logical choice when they need you. This updated and revised edition includes new information on building relationships through Twitter, Facebook, LinkedIn, and Google+. UnMarketing supplies you with a winning approach to stop ineffective marketing and put relationships first—then reap the long-term, high-quality growth that follows! "[INSERT NAME HERE] has written a game changer for [INSERT INDUSTRY HERE]. Drop everything and read this book!" —Famous author who hasn't read this book "This book has a great amount of words." —Fortune 500 CEO who was at an open-bar event with the author and agreed to give testimonial "This book is the greatest business book in the world, besides mine." —Author who only gives testimonials to people who give him one in return

### **The Art of Social Selling**

In today's digital world, the Baby Boomers and Generation X are giving way to a new generation of consumers: the Millennials. These tech-savvy consumers—bearing the mantra “my way, right way, why pay?”—want quick, customizable service that is negotiated on their terms and delivers great value. And when Millennials want help, they want it now; when they don't want help, they expect the sales staff to be invisible. In *Millennial Rules: How to Sell, Serve, Surprise, and Stand Out in a Digital World*, veteran business owner T. Scott Gross demystifies the newest generation and shares how businesses can meet and exceed Millennials' expectations to make the sale—without resorting to tricks and gimmicks. Invisible selling is built on ethical, common-sense business practices that yield success across the board, regardless of niche or industry. Armed with research into generational consumer preferences, humor, and a wealth of experience, Gross tackles the looming question, “How can you disappear and still deliver quality service?” The answer, he suggests, is by emphasizing serving above selling, a strategy that will make organizations successful not just with Millennials, but with all generations. For better or for worse, the Millennials aren't going anywhere. By learning what has changed—and what hasn't—you can cater to the wants and needs of each generation and still come out on top. *Millennial Rules* reveals the ins and outs of Millennials not only as customers but as employees, demonstrating what lifestyle demands to watch out for and why Millennials might be a valuable addition to your team. Rather than proposing a total revolution in business, Gross reinforces a pattern of success by making readers aware of what they're already doing right—and how to do more of it. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

## **The Automobile**

Now in its third edition, *The Suitcase Entrepreneur* teaches readers how to package and sell their skills to earn enough money to be able to work and live anywhere, build a profitable online business, and live life on their own terms. With new material pertinent to today's business world, readers will receive the blueprint to create their ideal lifestyle and become their own digital nomad. After eight years of working in the soul-crushing bureaucracy of the corporate world, Natalie Sisson quit her high-paying job and moved to Canada, started a blog, and cofounded a technology company. In just eighteen months she learned how to build an online platform from scratch, and then left to start her own business—which involved visiting Argentina to eat empanadas, play Ultimate Frisbee, and launch her first digital product. After five years, she now runs a six-figure business from her laptop, while living out of a suitcase and teaching entrepreneurs worldwide how to build a business and lifestyle they love. In *The Suitcase Entrepreneur* you'll learn how to establish your business online, reach a global audience, and build a virtual team to give you more free time, money, and independence. With a new introduction, as well as updated resources and information, this practical guide uncovers the three key stages of creating a self-sufficient business and how to become a successful digital nomad and live life on your own terms.

## **UnSelling**

"Suppliers, consultants, contractors, service providers"--Cover.

## **Win More Business - Write Better Proposals**

UnAwesome is UnAcceptable. *The Book of Business Awesome* is designed as two shortbooks put together—one read from the front and the other read from the back when flipped over. Covering key business concepts related to marketing, branding, human resources, public relations, social media, and customer service, *The Book of Business Awesome* includes case studies of successful businesses that gained exposure through being awesome and effective. This book provides actionable tools enabling readers to apply the concepts immediately to their own businesses. The flip side of the book, *The Book of Business UnAwesome*, shares the train-wreck stories of unsuccessful businesses and showcases what not to do. Key concepts include the power of peripheral referrals and how to create content for your "third circle" Explains how to re-recruiting your employees and re-court your customers Ensure that your business remains awesome, instead of unawesome, and apply these awesomely effective strategies to your business today.

## **The Beginner's Guide to Counselling & Psychotherapy**

Discipline without Shouting or Spanking is a practical guide that shows parents how to manage the most difficult part of parenting. It provides proven methods for handling more than 30 of the most common forms of childhood misbehaviors, from temper tantrums to sibling rivalry. Practical solutions lead to practical results! Discipline Without Shouting or Spanking offers effective, practical, nonviolent options for correcting the most common behavior problems of preschoolers. You will learn how to deal with misbehavior including temper tantrums, whining, negativity, sibling rivalry, possessiveness, aggressive behavior, resisting bedtime, playing with food, and many more problems -- without shouting or spanking. The authors' advice will help you be a more effective parent and discipline your child in a loving yet firm way, without damaging self-esteem or natural curiosity about the world. This easy-to-use text has been formatted like a first-aid manual for handling misbehavior. It has already helped over 700,000 parents.

### **The Book of Business Awesome / The Book of Business UnAwesome**

What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. Experience has a massive impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience - something they remember. When they have a negative experience, they tend to vote with their feet (and their wallets) and head straight to your competitors. When customers have positive emotional experiences, it anchors them to your brand, your product or service, and ultimately to you. In the twenty-first century, competitive advantages derived from unique products or services are short-lived because competitors are able to quickly and easily duplicate or match your offering. Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge. Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In *People Love You* you'll learn the real secrets of customer experience including: 7 Essential Principles of Customer Engagement 5 Levers for Creating a Legendary Customer Experience The Secret to Bridging the Experience Gap How to Leverage the Pull Strategy to become a Trusted Advisor 2 Most Important Rules for Dealing with Pissed-off Customers In a hypercompetitive, global marketplace protecting your company's customer base, the lifeblood of your business, must become your number one priority. The rubber hits the road with account managers, project managers, sales professionals, and customer service professionals—the people most connected to customers—who are on the frontlines of customer experience. They build unique and enduring emotional connections with customers that creating long-term revenue and profit streams. In *People Love You*, human relationship guru, Jeb Blount, gives you a powerful playbook for interacting with customers in a way that creates deep, enduring, visceral connections that withstand relentless economic and competitive assaults.

### **Relational Depth**

UnSelling is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of a purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop. Unselling is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you. You don't need social media, but you can be connecting with your clients socially. Your video doesn't have to be viral in front of a million people, just contagious in front of your specific market. Content, connection, engagement. It's time to separate from the pack of noise. It's time to UnSell.

### **Networking Like a Pro**

After a lifetime of research, the authors offer the definitive guide to surviving the jackassery in life and making the world a better place--one set of noise-cancelling headphones at a time.

### **Church Abuse of Clergy**

The author shares his principles of success and discusses the effective use of the art of persuasion to increase sales

### **Ninja Selling**

What makes someone covet a Kelly bag? Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's? And why do some people pay a relative fortune for Renova toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional performance advantages' conventional marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate the marketing professional just as much as those who are simply curious as to how premium brands tick.

### **Discipline Without Shouting or Spanking**

NAMED THE #3 TOP SALES BOOK OF 2018! Make extraordinary sales happen! In the Age of the Customer, sales effectiveness depends mightily on the buyer experience. Despite nearly-universal agreement on the need for creating value in every step of the buyer's journey, sellers continue to struggle with how to create that value and connect meaningfully with buyers. New research bridges the gap and reveals the behavioral blueprint for sellers that makes buyers more likely to meet with them — and more likely to buy from them. In *Stop Selling & Start Leading*, you'll discover that the very same behaviors that make leaders more effective also work to make sellers more effective, too. This critical shift in the selling mindset, and in the sales role itself, is the key to boosting your overall sales effectiveness.

- Inspire, challenge, and enable buyers
- Change your behavior to build trust and increase sales
- Step into your leadership potential
- See yourself the way your buyers do
- Feel good about selling again

When you're aiming for quota attainment and real connections with buyers, this book gives you the confidence and skills you need.

### **People Love You**

Social media platforms such as Facebook, Twitter, LinkedIn, and Pinterest are changing the way consumers make purchasing decisions . . . and tapping into these online communities has become a necessary part of any integrated sales strategy. Citing enlightening research and real-world examples, this smart, practical guide presents readers with a detailed methodology for growing sales and expanding their customer base using social media. Readers will learn how to:

- \* Use content and conversations to build online relationships that transition to sales
- \* Execute realistic sales strategies for each of the major social media platforms
- \* Spot social media trends that may influence future buying behaviors
- \* Sell online in B2B and B2C environments
- \* Turn social shares (likes, favorites, +1s) into social sales
- \* Set tangible goals
- \* Use online tools and analytics to track social influencers and identify relevant conversations as they are happening

Complete with a chapter dedicated to capturing mobile sales—a segment poised to explode as the adoption of smartphones and tablets grows—*The Art of Social Selling* is essential reading for every sales professional.

### **C. S. Lewis' Little Book of Wisdom**

Advice for every pitch situation a modern day entrepreneur will encounter Whether you're pitching for funding, the media, or to potential customers and partners, to survive and succeed as an entrepreneur, you have to know how to deliver a high-impact pitch. Here's the Pitch reveals powerful proven techniques to get your audience to take the action you want. You'll learn the same strategies and tactics that have been used by entrepreneurs to raise millions of dollars, secure partnerships, and win big sales contracts. Here's the Pitch provides advice for every possible pitch situation, including virtual and Web 2.0 pitches. This book:

- Demonstrates proven, effective pitch techniques
- Offers step-by-step advice for preparing your pitch
- Helps you develop a confident, winning mind-set
- Examines a range of pitch scenarios entrepreneurs frequently encounter

Don't lose out on your next big sale, bid for exposure, or investment proposal for lack of skills. Here's the Pitch provides a complete toolkit that will enable you to deliver a confident, engaging, and successful pitch.

## **How to Get Your Competition Fired (Without Saying Anything Bad About Them)**

Easy to digest tips and tools on how not to run a business Experts are constantly telling us what we need to be doing to improve our businesses. Hundreds of books in the market are filled with advice from these experts. But how can you filter out all of the bad advice, misinformation, and misuse of business tools that is out there? None of us needs another list of what we should be doing. QR Codes Kill Kittens tells you what not to do. Easy to digest, easy to avoid. The book is separated into several sections, and each will include a story related to the topic in addition to tips and explanations on what not to do. Includes real-life examples along with tips and guidance on experts, human resources, marketing/branding, networking (in person and online), public relations, and customer service Written by Scott Stratten, author of UnMarketing and the President of UnMarketing.com, a company that combines efforts in viral, social, and authentic marketing; he has appeared on Mashable.com and CNN.com, and in the Wall Street Journal, USA Today, and Fast Company It doesn't do you any good to do a few things right and a lot of things wrong. Find out what not to do. If reading this book saves just one kitten's life, it's worth it.

## **Heart and Sell**

A teenage boy hunts for his mother's killer in this Man Booker Prize-longlisted novel by "the true heir to the great Ruth Rendell" (Mail on Sunday, UK). Just before Jack's mother disappeared up the road to get help, she put the eleven-year-old boy in charge of his two sister. As they wait for her on the shoulder of the road in their stifling, broken-down car, the three children bicker, whine and play I-Spy. But their mother never comes back. And after that long, hot summer's day, nothing will ever be the same again. At fifteen-years-old, Jack is still in charge—supporting his sisters any way he can while evading social services. Meanwhile, a young woman across town wakes to find a knife beside her bed, and a note reading I could of killed you. The police are tracking a mysterious burglar they call Goldilocks, for his habit of sleeping in the beds of the houses he robs. But the woman doesn't see the point of involving the police. And Jack, very suddenly, may be on the verge of finding out who killed his mother. The Gold Dagger Award-winning author of Blacklands reaffirms her reputation for masterful, twisty crime fiction with this "unnerving suspense novel" (Marilyn Stasio, The New York Times).

## **The South Western Reporter**

UnMarket to build trust and make lifelong customers! In 2009, Scott Stratten and Alison Stratten wrote the bestselling

UnMarketing: Stop Marketing, Start Engaging and began a journey that would take them around the world sharing their message of engagement with corporations, entrepreneurs, and students. They are now back with this second edition, because Everything has Changed and Nothing is Different, with all the brilliance of the first edition, plus new content and commentary to reflect the rapidly changing landscape we all live, buy, and work in today. For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves? UnMarketing shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard-especially online. With UnMarketing, you'll create a relationship with your customers, and make yourself the logical choice for their needs. We know you've been told to act like other people, talk like other people, and market like all the people, but it is time for you to unlearn everything and start to UnMarket yourself. UnMarketing includes the latest information on: Idea Creation, Viral Marketing and Video, Marketing to Millennials, Authenticity, Transparency and Immediacy, Ethics and Affiliates, Social Media Platforming, UnPodcasting, Word of Mouth, Customer Service, Consumer Advocacy and Leadership. With examples of what to do, and what not to do, from small business right up to worldwide corporations in areas such as real estate, travel, service, retail, and B2B.

### **Zig Ziglar's Secrets of Closing the Sale**

"This book is about focus - it's about seeing that within these new strategies, technologies and frameworks fighting for our attention, lay the tried and true tenants of good business - because innovation is nothing but a bright and shiny new toy, unless it actually works. UnBranding is here to remind you that you can't fix rude staff, mediocre products and a poor brand reputation with a fancy new app. We are going to learn from 100 branding stories that will challenge your assumptions about business today and teach valuable, actionable lessons. It's not about going backwards, it's about moving forward with purpose, getting back to the core of good branding while continuing to innovate and improve without leaving your values behind"--

### **Here's the Pitch**

### **QR Codes Kill Kittens**

What was once just the desire of a few has now become a mass movement. The everyday shopper may still be searching out the value items but now they are also questioning the ethics of products and brands. Ethical products are increasing in

sales year on year and those brands that have ignored it as a value are paying in reduced sales. Empowered, the new consumer is using the pound in their pocket to make a point not just a purchase. But ethical marketing isn't just about environmentalism, it's far bigger than that. This book challenges a lot of conventional thinking and introduces you to a wider range of ethics and the many types of ethical consumers. As a brand manager or producer, it'll give you useful tools to help you understand your Key Ethical Values. How to market and sell them. It'll blow away a few myths and probably surprise you with a few new facts and statistics. It looks at the positive and negative sides of big brands. And how to avoid greenwash, ethicalwash and becoming a victim of Brand Terrorism. A must for anyone in the eco-ethical market or who wants to enter it. An essential guide to understanding the new consumer and why they buy, what they buy and what they don't. The book comes with a support website -[www.ecoethicalmarketing.info](http://www.ecoethicalmarketing.info) - to allow comment, feedback, links and brands to publish their own case studies.

### **The Art of Social Selling**

Scott McKain, award-winning speaker and author, explains how to move beyond being distinctive and to take your brand and business to the next level, to become iconic by knowing your customer and audience and providing the Ultimate Customer Experience every time. What if merely "standing out" from your competition isn't enough to take your brand and business to the highest level? How do you become an iconic organization or leader? Being distinctive in the marketplace used to be the pinnacle of success. In today's global marketplace, that mountain has become significantly more difficult to climb. And, with the explosion of social media, the competition for attention -- and customers -- is more intense than ever before. Standing out is not only more challenging than ever, it now has less of an impact on sustained growth. To be a lasting company, leader, or brand on a positive trajectory today, one must become iconic. In his new book, *ICONIC*, award-winning author and speaker Scott McKain examines what an iconic organization or leader is -- and helps you attain and retain that rare status. If your company has slipped in its standing (for example, think Sears or Nokia), McKain teaches you how you can regain your position. This is accomplished through unconventional ideas such as:

- Go negative for greater success
- Do not "under-promise/over-deliver"
- Quit selling your products and services

*ICONIC* is filled with insightful advice and practical examples. It's not a book merely expressing an unproven, unrealistic theory. *ICONIC* teaches the critical, specific steps required to attain the highest level of distinction. Each chapter includes study questions to be used in company-wide or departmental focus groups to help you achieve iconic status. And, the examples used are not merely another recitation of praise for Starbucks, Apple, Google, Southwest, and Amazon. You will discover the only two factors upon which customers and employees judge your organization. You'll meet and learn from the millionaire chimney sweep...the valet parking attendant building an iconic craft brewery...the single store steakhouse in the Midwest with higher revenue than New York City's famed Tavern on the Green...and many more. *ICONIC* delivers powerful, practical, and precise steps for anyone from a Fortune 500 CEO to a solo-entrepreneur. From major industries to network marketing, there are

critical insights awaiting you in ICONIC. The goal of this book is to help you and your organization achieve iconic status through sound research and practical wisdom. After reading ICONIC, you will be ready to take your business to the highest level.

### **Rethinking Prestige Branding**

Using Expressive Arts to Work with Mind, Body and Emotions combines theory, research and activities to produce practical suggestions for enhancing client participation in the therapy process. It surveys the literature on art therapy; somatic approaches; emotion-activating models; use of music, writing and dreamwork; and the implications of the new findings in neuroscience. The book includes step-by-step instructions for implementing expressive therapies techniques, and contains a wide range of experiential activities that integrate playful yet powerful tools that work in harmony with the client's innate ability for self-healing. The authors discuss transpersonal influences along with the practical implications of both emotion-focused and attachment theories. Using Expressive Arts to Work with Mind, Body and Emotions is an essential guide to integrating creative arts-based activities into counselling and psychotherapy and will be a useful manual for practitioners, academics and student counsellors, psychologists, psychotherapists, social workers and creative arts therapists.

### **Burning the Page**

Are you making it difficult for your potential customers to buy from you? Today's buyers are overloaded – overwhelmed by too much information and suffering from decision fatigue. Across industries, customers are delaying purchasing decisions or even choosing to stick with the status quo so they can avoid the dreaded “sales process.” In response, many sales professionals are overcompensating with behaviors that are either too accommodating or that create high pressure – and alienating potential buyers in the process. How can you reconcile your need to meet sales targets with the customer's desire for a heartfelt, authentic sales approach? Author Shari Levitin, creator of the Third-Level Selling system, offers a dynamic framework for effective selling in the Digital Age. Unlike other sales books that focus on abstract tips or techniques, Heart and Sell offers a science based real-world approach that will help you dramatically increase your sales—regardless of your level or industry. Discover the 7 Key Motivators that influence every decision your customer will make. Learn to align your sales process with how people buy—instead of fighting against it. Harness the power of the Linking Formula to create true urgency. Master the 10 Universal Truths so you can beat your sales quota without losing your soul. Understand the 6 Core Objections and how you can neutralize them. In a market where the right approach is key, Heart and Sell shows you how to blend the new science of selling with the heart of human connection to reach more prospects and consistently close more deals.

## **Obfuscation**

Social media platforms such as Facebook, Twitter, LinkedIn, and Pinterest are changing the way consumers make purchasing decisions . . . and tapping into these online communities has become a necessary part of any integrated sales strategy. Citing enlightening research and real-world examples, this smart, practical guide presents readers with a detailed methodology for growing sales and expanding their customer base using social media. Readers will learn how to: \* Use content and conversations to build online relationships that transition to sales \* Execute realistic sales strategies for each of the major social media platforms \* Spot social media trends that may influence future buying behaviors \* Sell online in B2B and B2C environments \* Turn social shares (likes, favorites, +1s) into social sales \* Set tangible goals \* Use online tools and analytics to track social influencers and identify relevant conversations as they are happening Complete with a chapter dedicated to capturing mobile sales-a segment poised to explode as the adoption of smartphones and tablets grows-The Art of Social Selling is essential reading for every sales professional.

## **Ethical Marketing and The New Consumer**

A six-step plan for driving a wedge between the competition and the customer For sales people, convincing a potential customer to choose them over the competition is no easy task, and especially when the competition already has the account. Finally, How to Get Your Competition Fired shows readers a proven system for breaking the relationship between the competition and the customer. Randy Schwantz's method, The Wedge(r), includes a six-step plan that drives a "wedge" between the competition and the customer. He shows how to reveal the competition's shortcomings without seeming to, letting prospects decide independently to dump their current provider, exclude other competitors and, finally, switch to the salesperson's product or service. Offering real tactics, not just theory, this is the only sales strategy that really works to break the relationship between customers and the competition and bring in more business, faster than ever. Randy Schwantz (Dallas, TX) is a leading authority and expert on the sales process. A highly successful sales professional, he is a nationally respected sales trainer, author, sales coach, consultant, and public speaker. Randy is President and CEO of The Wedge Group, whose clients include Fortune 500 companies as well as small businesses.

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