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Straightforward coverage of business law

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topics in an affordable, briefer paperback format. The text provides concrete information on selected business law topics such as sales, courts, torts, contracts, commercial paper, business organizations and property. Cases are summarized and integrated within each chapter, and a Personal Law Handbook

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**Although we have been
successful in our careers,
they have not turned out
quite as we expected. We
both have changed**

**positions several times-
for all the right reasons-
but there are no pension
plans vesting on our
behalf. Our retirement
funds are growing only
through our individual**

contributions. Michael and I have a wonderful marriage with three great children. As I write this, two are in college and one is just beginning high school. We have spent a

fortune making sure our children have received the best education available. One day in 1996, one of my children came home disillusioned with school. He was bored

and tired of studying.

“Why should I put time into studying subjects I will never use in real life?” he protested.

Without thinking, I responded, “Because if

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**you don't get good
grades, you won't get into
college.” “Regardless of
whether I go to college,”
he replied, “I'm going to
be rich.”**

Study Guide for

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What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build

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relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate

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Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive

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study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-

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business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one- the Challenger- delivers consistently

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high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales

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message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make

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Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain

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how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater

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grow your team, and become the visionary you were meant to be. True leadership isn't a matter of having a certain job or title. In fact, being chosen for a position is only the first of the five levels every effective leader achieves. To

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become more than "the boss" people follow only because they are required to, you have to master the ability to invest in people and inspire them. To grow further in your role, you must achieve results and build a team that produces. You

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need to help people to develop their skills to become leaders in their own right. And if you have the skill and dedication, you can reach the pinnacle of leadership—where experience will allow you to extend your influence beyond your

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immediate reach and time for the benefit of others. The 5 Levels of Leadership are: 1. Position—People follow because they have to. 2. Permission—People follow because they want to. 3. Production—People follow because of what you have

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done for the organization. 4. People
Development—People follow because
of what you have done for them
personally. 5. Pinnacle—People
follow because of who you are and
what you represent. Through humor,
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internationally recognized
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BENEFITS OF THIS BOOK This book also facilitates the creation of a project or transaction specific Contract Management Plan. ("CMP"). A CMP is essentially an internal document prepared by either the Company or the Contractor for use by their

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Serial entrepreneur Mike

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The Social Contract, originally published as *On the Social Contract*; or, *Principles of Political Rights* by Jean-Jacques Rousseau, is a 1762 book in which

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Rousseau theorized about the best way to establish a political community in the face of the problems of commercial society, which he had already identified in his *Discourse on Inequality* (1754). The *Social Contract* helped inspire political reforms or revolutions in

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Europe, especially in France. The Social Contract argued against the idea that monarchs were divinely empowered to legislate. Rousseau asserts that only the people, who are sovereign, have that all-powerful right.

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to Improve When You Have No One
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are and Where You Could Be The Law
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