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*For the past 40 years
Richard Koch has wanted to
uncover the simple,*

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*elemental, elegant and
parsimonious principles that
are needed to create great
new businesses. To qualify,
a principle must be so
overwhelmingly powerful
that anyone can reliably use*

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it towards extraordinary results. Is there any principle that can tell you how to do that consistently and with a high chance of success? Working with venture capitalist Greg

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*Lockwood, his co-author on
SUPERCONNECT, and
supported by research from
the elite firm of OC&C
Strategy Consultants, Koch
has the answer. The
principle Koch and*

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Lockwood have discovered behind extraordinarily successful businesses is simplifying. Some simplify on price - take Ryanair's budget flights which still take you from A to B, but so

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*cheaply that nearly everyone
can afford them, multiplying
the size of their market - and
some simplify on
proposition, such as Apple's
decision to cut down on the
number of their product*

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lines and focus on perfecting only a few devices. With case studies of famous companies in all different industries from finance to fast food, the authors show how anyone can analyse

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*their business's potential to
become a simplifier, and
which route they should take
to maximise the impact.
Supported by case studies
and testimonials from
entrepreneurs using these*

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*best practice systems,
former US SBA of the Year
Clay Clark shares the
specific action steps for
successful business systems,
hilarious stories from
situations that every*

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*entrepreneur faces, and
entrepreneurship factoids
that are guaranteed to blow
your mind.*

*This is the go-to guidebook
for people who need to fully
understand factory floor*

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Ethernet and for those who need to have a basic understanding of Ethernet and TCP/IP terminology, Ethernet hardware, Ethernet software, Ethernet security, and the Internet of

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Things (IoT). From this latest edition, you will learn about:

- The Industrial Internet of Things (IIoT)*
- Ethernet topology*
- Synchronizing devices over Ethernet*

-Microsoft, Oracle,

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*and Amazon cloud platforms
and web services -The
constraints of the industrial
environment and the
specialized requirements of
machine control -Power over
Ethernet -Wireless Ethernet*

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*-Ethernet and IoT protocols
and addressing Practical
reference charts and
installation, maintenance,
troubleshooting, and
security tips make this book
an ideal quick reference*

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*resource at project meetings
and on the job. After reading
this book, you will be able to
plan industrial Ethernet
installations with realistic
expectations, make
knowledgeable purchasing*

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*decisions, as well as identify
and prevent common causes
of failure.*

*This book will help you to
make more money, serve
more people, and increase
your impact so you can*

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change the world in your own way. Few people on earth have studied and applied sales copy in more situations, for more people, and in more businesses than Jim has. This book will teach

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for the rest of your life.*

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Turbulent Times*

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Accessible Data Sets

80/20 Sales and Marketing

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*The 7 Critical Principles of
Effective Digital Marketing
The World's Best Business
Book*

*SEO For 2011 contains strategies
for 2011 to help you optimize your
website and dominate the world's*

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leading search engines. The Internet is now the telephone book. So as a business you have to adapt and not only adapt well, you have to do one better than your competitors so your name comes up at the top of the list on any keyword search. This is the

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*only guide you need to place your
website at the top of the major
search engines in 2011! (Includes
complete coverage of Google
Caffeine, Google Instant, and the
latest in search engine
optimization.)*

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What would you do on a day off from school? Go on an adventure, of course! Meet Charlie, an eight-year-old boy with a flare for using his imagination. Join him as he turns his snow day into a day filled with fun, excitement, and fantasy.

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Travel with Charlie to the Wild West, the Amazon jungle, and into outer space. Ride along for the thrills as he becomes a race car driver, a pirate, a cowboy, and even a superhero! With a little creativity (and a basement full of junk), there

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*is no limit to where your
imagination can take you!*

*Google now processes 40,000
searches every second (that's 1.2
trillion searches every year) making
this a key marketing strategy for
businesses of any size. Focusing on*

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*the growing number of mobile users
and increased localized searches,
Perry Marshall and Mike Rhodes
once again deliver the most
comprehensive, current look at
today's fastest, most powerful
advertising medium.*

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"Covering the latest and breaking news in Facebook advertising, this updated edition introduces revised, expanded, and new chapters covering fundamentals, Newsfeed ads, sidebar ads, and BIG data. In addition, advertisers are taken

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*farther than just Facebook itself.
Marshall and coauthors provide
priceless insight into the audience,
exploring what was happening
before the visitor clicked on an ad
and what needs to happen after -
ten seconds later, ten minutes later,*

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and in the following days and weeks. Presented in the same step-by-step format that made Marshall's Ultimate Guide to Google AdWords a top seller, this book guides online marketers with a potential audience of 1.11 billion people via a

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*completely different, unbelievably
powerful online advertising
channel. Facebook presents
enhanced tools and exciting
opportunities to capture clicks and
create brand-loyal customers"--
How to Earn a Million Dollars a*

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Year as a Thought Leader

The 41 Laws of the Learniverse

The Age of Influence

The New Rules for Creating

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break the rules. At nineteen, I founded a software company with \$119 in my bank account. Five years later, it was valued at \$10.5 million. I don't consider myself exceptionally brilliant. I just realized something few people know: You don't need

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lots of money or an original idea to get really rich. Now, I make more than \$100,000 in passive income every month, while also running my own private equity firm and hosting The Top Entrepreneurs podcast, which has more than 10 million

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downloads. This book will show you how I went from college dropout to member of the New Rich. And I'm holding nothing back. You'll see my tax returns, my profit and loss statements, my email negotiations when buying and selling companies.

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It's time to forget your grandfather's advice. I'll teach you how to be a modern opportunist--investor, entrepreneur, or side hustler--by breaking these four golden rules of the old guard: 1.Focus on one skill: Wrong. Don't cultivate one great

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skill to get ahead. In today's business world, success goes to the multitaskers. 2.Be unique: Wrong. The way to get rich is not by launching a new idea but by aggressively copying others and then adding your own twist. 3.Focus

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on one goal: Wrong. Focus instead on creating a system to produce the outcome you want, not just once, but over and over again. 4. Appeal to the masses: Wrong. The masses are broke (\$4k average net worth in America?). Let others cut a trail

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through the jungle so you can peacefully walk in and capitalize on their hard work. By rejecting these defunct rules and following my unconventional path, you can copy other people's ideas shamelessly, bootstrap a start-up with almost no

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funding, invest in small local businesses for huge payoffs, and reap all the benefits.

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blogging, that you can do from home, from an office, or from anywhere in the world, that's easy to learn, and extremely profitable. With it, Mary Ellen has made millions through her various own businesses and her clients, and now

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Magazine is what you need to create a huge impact with the minimum investment of time, energy, and money

Secrets of Peak Performers Are you an entrepreneur working hard to grow your business, income, and

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influence? Or, are you like most entrepreneurs who are working hard, but not necessarily working smart? Secrets of Peak Performers shares critical WORK SMART strategies from successful entrepreneurs in over 25 industries.

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World Succeed

Industrial Ethernet

How to Be a Capitalist Without Any
Capital

Start Here

Build Your Business Around Your
Life, Not Your Life Around Your

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Two political strategists offer the tools to become successful in any field, and cover everything from how to present an argument and get the message across to how to compromise and handle negative publicity.

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Marketer Perry Marshall converts the widely known 80/20 principle into a master framework that multiplies the power of everything you do in sales and marketing and makes scary-accurate predictions. It's the ultimate secret to selling more while working less. Guided

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by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market - then apply 80/202 and 80/203 to gain 10X, even 100X the

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success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves

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from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back in their pockets. Sellers will identify untapped markets, high-profit opportunities and

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incremental improvements, gaining time and greater profit potential.

Supported by online tools from Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes

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240 page book on a topic this complex. It takes a lot more work to distill the useful nuggets into a digestible and efficient package as a service to you, the reader. If you currently run a subscription business, are looking to launch a subscription or are curious

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about what subscriptions are all about, this book is a great resource for you.

Positing that modern society is an adolescent culture, driven by greed and power and lying on the cusp of an era of spiritual growth and shifting values, this book explores mythic themes in

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various historical eras to explain the past, present, and future of the human experience. It suggests that the world is facing a rite of passage into adulthood and that a time of cooperation, stabilization, and sharing is approaching. With an original theory

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of history based on developmental psychology, including an analysis of masculine and feminine archetypes, this thoughtful guide weaves the narratives of human history and individuals' experiences into a path of enlightenment and a way to catalyze

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social change.

True Stories of Recovery from
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How to Excel by Elimination

***Engage in sales—the
modern way Sales***

***Engagement is how you
engage and interact with
your potential buyer to
create connection, grab***

Page 68/230

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***attention, and generate
enough interest to
create a buying
opportunity. Sales
Engagement details the
modern way to build the
top of the funnel and***

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***generate qualified leads
for B2B companies. This
book explores why a
Sales Engagement
strategy is so
important, and walks you
through the modern sales***

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***process to ensure you're
effectively connecting
with customers every
step of the way. • Find
common factors holding
your sales back—and
reverse them through***

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***channel optimization •
Humanize sales with
personas and relevant
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***success, and how to do
it right • Take your
sales process to the
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solid, modern Sales
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leveling their game and
doing more than they
ever thought possible.
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decades ahead of his***

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*time in writing down
ways for man to improve
his lot in life. He
wrote "Secret of the
Ages" during an active
and successful life
developed upon basic*

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***ideas which opened up
new vistas of living for
countless multitudes of
people. Brought up to be
a priest, he worked as a
mining engineer, an
advertising executive***

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***and a prolific writer
and publisher. The
Robert Collier Letter
Book earned Robert
Collier the distinction
of being one of the
greatest marketing minds***

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***in history. Robert
Collier sales letters
were successful because
he wrote to his readers'
needs. As an expert in
marketing, his sales
savvy and writing***

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***expertise placed
hundreds of millions of
dollars in his clients'
pockets.***

***NOTE: The book also
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Mastery is the
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in the trenches work,***

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***research,
experimentation and,
yes, many blunders along
the way! The goal of
this book is simple to
help all Infusionsoft
users, regardless of***

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experience level, take

advantage of the Best

Practices I have

uncovered. You'll find

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***Campaign Campaign Design
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Engagement Effective
Tagging Simple Tracking
Campaign Building Custom
Field Usage Setup and
User Management Order***

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of Automation and much,
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depth guidance,
structure and Best***

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to get the most out of
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it is definitely for
you, regardless of your
experience level. If,
however, you are looking***

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step-by-step screen
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books already on the
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instructions, this book
takes the approach of
focusing on strategy,
implementation and
industry Best Practices.
This book provides the***

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***benefit of thousands of
hours of Infusionsoft
training, implementation
and client consulting
work distilled down into
practical real-world
business advice.***

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Infusionsoft is a
software platform and,
as such, the interface
is constantly changing
and being updated. That
is why the author***

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*provides additional
supplemental training,
videos and tutorials
online. The intent was
to not try and put
things into the book
that would immediately*

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***become out of date at
the next Infusionsoft
update, but rather keep
the book focused on core
strategy and
implementation. The
supplemental content is***

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***updated frequently to
make sure that it stays
in sync with the
software.***

***Making research in all
fields of study readily
available is imperative***

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***in order to circulate
new information and
upcoming trends. This is
possible through the
efficient utilization of
collections of
information. Maximizing***

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***Social Science Research
Through Publicly
Accessible Data Sets is
an essential reference
source for the latest
academic perspectives on
a wide range of***

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***methodologies and large
data sets with the
purpose of enhancing
research in the areas of
human society and social
relationships. Featuring
coverage on a broad***

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***range of topics such as
student achievement,
teacher efficacy, and
instructional
leadership, this book is
ideally designed for
academicians,***

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***researchers, and
practitioners seeking
material on the
availability and
distribution methods of
research content.***

The Entrepreneur Code

Page 97/230

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***How to Access 1 Billion
Potential Customers in
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The Underground Playbook
for Filling Your
Websites and Funnels
with Your Dream
Customers***

You don't need to hustle

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over half-a-million clients
around the world. From
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starting out in their career,
Becker and Wortmann teach

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techniques that start with the essential wisdom of Aristotle and include the best practices in today's global organizations. The book includes interviews with leaders who reveal the inside

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story of the communication
secrets at: The White House
Doris Kearns Goodwin,
presidential historian and
Pulitzer Prize winning author
Google Laszlo Bock, Vice
President, People Operations

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York Giants Peter John-Baptiste, Director of Public Relations Mastering Communication at Work provides clear, actionable advice you can put to use right away and simple drills to

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This book packs more than two decades of online business experience into a set of simple "laws" that will help you simplify your business and navigate the challenges of being an entrepreneur. Part

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marketing, part business, part
mindset, part client training
and selection - this book
packs a wicket punch of full
frontal candor. 41 deliberately
short and easily consumed
chapters make this book a

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quick, but powerful, read that delivers on its promise.

Straight-Line Leadership:
Tools for Living with Velocity
and Power in Turbulent Times
is Dusan Djukich's highly
anticipated introduction to his

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potent world of straight-line coaching. Within these pages he dramatically unveils exactly what it takes to live a powerful and effective life both personally and professionally. Regardless if you are a CEO,

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small business owner, parent,
or someone who simply wants
to make a difference, you will
learn to master powerful
distinctions that you can apply
immediately to resolve the
challenges that you are

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presently up against. You will also become adept at assisting others in solving their most pressing problems with precision and grace.

"This book boldly demonstrates why Djukich is

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regarded as the ultimate performance catalyst to business. He simply kicks the hell out of the sacred cows that keep individuals and businesses stuck." Brandon Craig, CEO, BiltRite

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Eradicate Your Frustration,

Overwhelm and Self-imposed

Entrepreneurial Slavery

Reinventing the Entrepreneur

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The Four Rules You Must
Break To Get Rich

Tools of Titans

*Master the evergreen
traffic strategies to fill
your website and funnels
with your dream customers*

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in this timeless book from the \$100M entrepreneur and co-founder of the software company ClickFunnels. The biggest problem that most entrepreneurs have isn't creating an amazing

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product or service; it's getting their future customers to discover that they even exist. Every year, tens of thousands of businesses start and fail because the entrepreneurs

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don't understand this one essential skill: the art and science of getting traffic (or people) to find you. And that is a tragedy. Traffic Secrets was written to help you

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*get your message out to
the world about your
products and services. I
strongly believe that
entrepreneurs are the only
people on earth who can
actually change the world.*

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It won't happen in government, and I don't think it will happen in schools. It'll happen because of entrepreneurs like you, who are crazy enough to build products

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*and services that will
actually change the world.
It'll happen because we
are crazy enough to risk
everything to try and make
that dream become a
reality. To all the*

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*entrepreneurs who fail in
their first year of
business, what a tragedy
it is when the one thing
they risked everything for
never fully gets to see
the light of day. Waiting*

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*for people to come to you
is not a strategy.*

*Understanding exactly WHO
your dream customer is,
discovering where they're
congregating, and throwing
out the hooks that will*

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grab their attention to pull them into your funnels (where you can tell them a story and make them an offer) is the strategy. That's the big secret. Traffic is just

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people. This book will help you find YOUR people, so you can focus on changing their world with the products and services that you sell. In just 36-pages, this

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book reveals how to grow your business 4X faster by eliminating 80% of wasted effort. This book is for business owners who are overworked, struggling to keep up with your ever-

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*growing to-do list, often
Implementation Guide
overwhelmed with getting
things done. If you've
wondered why you are
working so hard to make so
little money from your
business, this book*

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*reveals the clear path
forward. Beyond time
management, you'll
discover seven steps to
scaling a prevailing
business to accumulate
wealth that lasts for*

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generations. Not only that, you'll identify and change habits to develop the mental toughness you need to say "NO!" to tasks beneath your pay grade. Each of the seven

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*principles are explained
concisely, in 2-3 pages
with illustrations. This
book embodies the same
minimalist approach we
advocate to increase your
productivity, happiness,*

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*and success. Why read a
200-page book to discover
how to save time, make
more money and scale your
business? when everything
you need is revealed in
just 36 pages, with*

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*pictures? How to
accomplish more, with
less. Illustrated.
Nothing can take your
business to the next level
like great search engine
optimization (SEO).*

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Unfortunately, it's not always easy to know what will successfully drive traffic, leads, and sales. If you want to stand out from your competition, your SEO needs a

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*distinctive blend of
creativity and logic.
Maybe you're a marketing
manager or executive who
is responsible for SEO
growth but do not fully
understand how it works.*

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*Or maybe you are a
seasoned SEO pro looking
to optimize further.*

*Either way, this book is
your behind-the-scenes
guide to online
visibility. When it comes*

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to SEO, success often depends not on what you do but on how you do it. That is why Product-Led SEO digs deep into the logic and theory of SEO instead of offering step-by-step

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*guidelines and techniques.
You will learn to develop
your own best practices
and see where most SEO
strategies go astray. If
your main goal is driving
traffic, you are leaving*

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sales on the table.

*"Fitness, money, and
wisdom--here are the
tools. Over the last two
years ... Tim Ferriss has
collected the routines and
tools of world-class*

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*performers around the
globe. Now, the distilled
notebook of tips and
tricks that helped him
double his income,
flexibility, happiness,
and more is available as*

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Tools of Titans" --Page 4
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of cover.

*Copywriting Secrets: How
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Clicks, Sales, and
Profits...No Matter What*

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*You Sell Or Who You Se
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Channeling the Muse in

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*Business and in Life
Simplify*

*The Global Heart Awakens
How to Access 100 Million
People in 10 Minutes*

The Age of Influence is an
essential guide for marketing

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professionals and business owners who want to create and implement a highly effective, sustainable influencer marketing plan in order for their brands to succeed. We are amid an unprecedented digital

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transformation and tapping into this change is vital to any brand in today's climate. Social media has democratized authority and influence, and information is created and consumed in ways that are constantly evolving.

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Internationally-recognized social media marketing expert Neal Schaffer explains how that shift plays a significant role in online marketing in the Influencer Era. Influencer marketing is about establishing relationships,

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turning fans into influencers, and leveraging that influence to share your message in a credible and authentic way. In *The Age of Influence*, Schaffer teaches entrepreneurs, marketing executives, and cutting-edge

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agencies how to:

Identify, approach, and engage
the right influencers for their
brand or product.

Determine what resources to put
behind influencer campaigns.

Manage the business side of

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influencer marketing, including tools that will help?measure ROI. Develop?their brand's social media voice to become an influencer in its own right. This book is the definitive guide to addressing the issues disrupting

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marketing trends, including declining television viewership, growing social media audiences, effectively spreading their message digitally, and increasing usage of ad-blocking technology. As the largest group of

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healthcare consumers, women demand a broader, more integrative approach to their care, and this title meets that demand. While other books aimed at general audiences are commonplace, this is the first in-

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depth, wide-reaching reference on integrative women's health, written for both health-care professionals and general audiences. Not only does this title help providers address women's reproductive health, but

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it also explores conditions that manifest themselves differently in women than in men, such as, cardiovascular disease, arthritis, HIV, depression, and cancer. The book presents the best evidence--in a clinically relevant

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manner--for the safe and effective use of herbs, vitamins, diet, and mind-body strategies not usually taught in mainstream medicine, as well as conventional medical treatments. Dr. Maizes is Executive Director

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of Andrew Weil's program and
Dr. Low Dog is Director of
Education and an internationally
recognized authority of women's
health and herbal medicine. The
book offers a critical appraisal of
integrative approaches in

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women's health, including candid discussions of what is known versus not known, and it provides insight on how to advise patients with controversial issues such as sexual dysfunction and loss of libido. In managing the

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patient, alternative therapies are never seen as substitutes for mainstream medical care but always 'integrated' into the overall regimen. Drs. Maizes and Low Dog present the information in an easy-to-read, two-color

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format featuring clinical pearls
and key points.

Chart Patterns booklet is
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60+ patterns that you are bound to see in Stocks, Mutual Funds, ETFs, Forex, and Options Trading. With this book, you will not need to flip through hundreds of pages to identify patterns. This book will improve the way you

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trade. Unlike other Technical Analysis books, this Chart pattern book will help you master Charting & Technical Analysis by making it simple enough to understand & use on a day to day basis.

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In the ongoing debate about evolution, science and faith face off. But the truth is both sides are right and wrong. In one corner: Atheists like Richard Dawkins, Daniel Dennett, and Jerry Coyne. They insist evolution

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happens by blind random
accident. Their devout
adherence to Neo-Darwinism
omits the latest science, glossing
over crucial questions and
fascinating details. In the other
corner: Intelligent Design

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advocates like William Dembski, Stephen Meyer, and Michael Behe. Many defy scientific consensus, maintaining that evolution is a fraud and rejecting common ancestry outright. There is a third way. Evolution 2.0

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proves that, while evolution is not a hoax, neither is it random nor accidental. Changes are targeted, adaptive, and aware. You'll discover: How organisms re-engineer their genetic destiny in real time Amazing systems

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living things use to re-design themselves Every cell is armed with machinery for editing its own DNA The five amazing tools organisms use to alter their genetics 70 years of scientific discoveries—of which the public

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has heard virtually nothing! Perry Marshall approached evolution with skepticism for religious reasons. As an engineer, he rejected the concept of organisms randomly evolving. But an epiphany—that DNA is

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code, much like data in our digital age—sparked a 10-year journey of in-depth research into more than 70 years of under-reported evolutionary science. This led to a new understanding of evolution—an evolution 2.0

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that not only furthers technology and medicine, but fuels our sense of wonder at life itself. This book will open your eyes and transform your thinking about evolution and God. You'll gain a deeper appreciation for

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our place in the universe. You'll see the world around you as you've never seen it before. Evolution 2.0 pinpoints the central mystery of biology, offering a multimillion dollar technology prize at

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naturalcode.org to the first
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title delivers an in-depth
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ideal customers using the
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Ted Prodromou offers a

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wealth of no- or low-cost
methods for maximizing
this dynamic resource.

Following his lead,
readers learn to link with
the most effective
connections for greater

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exposure. Updates in this
edition include: Staying
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Publisher programs
Expansion of premium
accounts to help optimize

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business profiles, stand
out in search results, and
track impact How to
implement new features
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Updates pages for extended
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easily navigate LinkedIn's
interface Time saving tips
on finding and matching
data from businesses and
people Expert guidance on
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or individual profile

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Insider advice on getting
found through LinkedIn and
maximizing search
Professional instruction
on promoting a LinkedIn
profile The latest
information is illustrated

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with current snapshots,
fresh examples, and case
studies, along with new
techniques to easily
maneuver LinkedIn's
interface.

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funnel building to grow
your company online with
sales funnels in this
updated edition from the
\$100M entrepreneur and co-
founder of the software
company ClickFunnels.

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DotCom Secrets is not just another "how-to" book on internet marketing. This book is not about getting more traffic to your website--yet the secrets you'll learn will help you

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to get exponentially more
traffic than ever before.

This book is not about
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conversions--yet these
secrets will increase your
conversions more than any

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headline tweak or split
test you could ever hope
to make. Low traffic or
low conversion rates are
symptoms of a much greater
problem that's a little
harder to see (that's the

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bad news), but a lot easier to fix (that's the good news). What most businesses really have is a "funnel" problem. Your funnel is the online process that you take your

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potential customers
through to turn them into
actual customers. Everyone
has a funnel (even if they
don't realize it), and
yours is either bringing
more customers to you, or

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repelling them. In this updated edition, Russell Brunson, CEO and co-founder of the multimillion-dollar software company ClickFunnels, reveals his

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greatest secrets to
generating leads and
selling products and
services after running
tens of thousands of his
own split tests. Stop
repelling potential

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customers. Implement these processes, funnels, frameworks, and scripts now so you can fix your funnel, turn it into the most profitable member of your team, and grow your

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company online.

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"These survivors hit their
mark in helping to change
the conversation about
borderline personality
disorder (BPD)." -Jim
Payne, former president of

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the National Alliance on
Mental Illness This
provocative book uncovers
the truth about a
misunderstood and
stigmatized disorder, and
offers an opportunity for

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a deeper, more empathetic understanding of BPD from the real experts—the individuals living with it. BPD affects a significant percentage of the population. It is a

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disorder of relationships,
one whose symptoms occur
most in interpersonal
contexts—and thus impact
any number of
interpersonal connections
in life. When people have

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BPD, they may struggle to manage their emotions on a daily basis, and have to deal with fears of abandonment, anger issues, self-injury, and even suicidality—all of which

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can lead to even more
instability in
relationships. In Beyond
Borderline, two
internationally acclaimed
experts on BPD—including
Perry Hoffman, cofounder

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and president of the
National Education
Alliance for Borderline
Personality Disorder (NEA-
BPD)-team up to present a
rare glimpse into the
lives and recovery of

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people affected by BPD.
This powerful compilation
of stories reveals the
deeply personal, firsthand
perspectives of people who
suffer with BPD, explores
the numerous ways in which

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this disorder has affected their lives, and outlines the most debilitating and misunderstood symptoms of BPD (the most tragic being suicide). Beyond Borderline delves into the

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many ways the disorder can
present—as well as the
many paths to
recovery—using evidence-
based tools from
dialectical behavior
therapy (DBT), mindfulness

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meditation, mentalization-based therapy (MBT), and more. BPD is a challenging disorder that impacts people's lives and relationships in countless ways. With this book—full

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of intimate accounts that reflect the myriad ways BPD presents and how it affects not just those afflicted, but also their loved ones—you'll gain a deeper understanding of

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the disorder and learn how
to move forward on the
path toward healing while
dealing with BPD.

Feeling burned out by your
business? Sick of the
'hustle and grind' culture

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of your industry? There's
a better way! Get over
your perfectionism and
embrace the flow of the
Chillpreneur. Denise
Duffield-Thomas, money
mindset coach and best-

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selling author, will show
you how with her trademark
humor and down-to-earth
wisdom. In this book, she
shares invaluable business
advice and
counterintuitive

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millionaire mindset
lessons (no blood, sweat,
or tears necessary) which
will set you on the path
of abundance - without all
the hard work. You'll
discover how to find the

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business model that works
perfectly for your
personality, learn about
key concepts - such as the
Golden Goose and the
Keyless Life - to help you
work less and earn more,

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and become a marketing pro
without feeling like a
sleazy car salesman. Plus,
Denise talks you through
the smaller - but no less
important - details of
being an entrepreneur,

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including how to deal with
awkward money situations
and find the most
effective ways to price
your offers. Full of
reassuring and practical
advice, Chillpreneur

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challenges the old, boring
assumptions of what it
takes to create success in
business, so you can
create financial
independence with ease and
grace -- Description from

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Sales Engagement

Buck Up, Suck Up . . . and

Come Back When You Foul Up

The Robert Collier Letter

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The Definitive Best
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Implementation Guide
Mastering Communication at
Work: How to Lead, Manage,
and Influence
The Power of Influencers

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to Elevate Your Brand
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"A must read for anyone who wants to be successful with their digital marketing." - Greg S. Reid, bestselling author of Three Feet from Gold The 7 Critical Principles of Effective Digital Marketing is an attempt at establishing

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a baseline for one of the most tumultuous and change-ridden industries in existence. It takes a step back from the strategies and tactics that most digital marketing approaches start with and, instead, establishes a core and foundational structure from which

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all digital marketing initiatives can and should operate. The 7 Principles are simple without being simplistic and help to align digital marketers with a set of axiomatic, unchanging and foundational beliefs. In fact, these 7 principles may be the only thing about

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digital marketing that won't change. A note from the author: Oh, look! You're reading the synopsis. That means I've got another sentence or two before you get bored and jump ship to go roam greener pastures. I get that, I do the same thing all of the time. Here's the

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problem with my book: That sexy little tidbit that you're looking for...you know, that hint, tip, trick, hack, best practice, "whatever" that'll make you an instant digital marketing demigod...it ain't here. I'm not saying it doesn't exist. I'm not saying Santa

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doesn't exist either. Here's what I am saying: maybe, just maybe, we're doing this wrong. I said "we" because I'm one of you! I'm a professional digital marketer (10 years and running!) and I do the same stupid thing that all of us are guilty of. I go out hunting for quick-

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fix content that'll give me some sort of blueprint to success as if digital marketing genius comes in a template. That's exactly why I wrote this book. Yes, strategies, tactics and best practices are important. But more important than any of that, something

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truly irreplaceable and a prerequisite to any lasting success: Principles. Here's the problem that I face: Principles aren't sexy! They just aren't. Tips and hacks and all of that crap, easy to sell. But principles...' Yawn! So, dear reader, I issue you a warning: if you're

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looking for that casual read that'll just drop a couple of little nuggets to simply make you sound smart the next time you're at a conference, I invite you to look elsewhere. (You're looking for dessert and I'm offering up that deep-dish beef stew your mom used to make

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on rainy days.) However, if you want the real deal, feet on the street, decade in the making, principle-centered, value driven, foundational approach to digital marketing: You found it. It's time we put down our plastic spiderman sporks and pick up the fine

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silver so we can sit at the big boy table with every other industry. It's time for digital marketing to have a principle-centered foundation. I hope you'll join me. Thug life, Kasim

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WAITING... FIND THEM ON

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FACEBOOK Facebook makes it easy for businesses like yours to share photos, videos, and posts to reach, engage, and sell to more than 1 billion active users. Advertising expert Perry Marshall is joined by co-authors Keith Krance and Thomas Meloche as he

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walks you through Facebook

Advertising and its nuances to help you pinpoint your ideal audience and gain a ten-fold return on your investment.

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"If anybody can make practical sense of Facebook for marketers, it's Perry. He has his finger on its truth—as advertising media, not social media. He also realizes there is a short window of time during which it offers greatest opportunity. He identified this with

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Google AdWords. Now, this book shows how to capitalize on ideal timing with this media. Finally, he is a well-disciplined direct-response practitioner who holds this accountable for ROI. I bestow my 'No B.S.' blessing." —Dan S. Kennedy, legendary direct marketing

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advisor and author of the No B.S.
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