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Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the “dazzle factor”

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is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don't want to be "wowed"; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? The Effortless Experience takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four

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key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the "dazzle factor" fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

In this practical guide, Emmy Award-winning public broadcasting anchor Steve Aduvato teaches readers to be self-aware, empathetic, and more effective leaders at work and at home. His powerful case studies spotlighting dozens of leaders—from Pope Francis to New Jersey governor Chris Christie—are complemented by concrete tips and tools based in real-life scenarios. With Lessons in Leadership, readers can learn to steer others through difficult economic times, to mentor rising leaders, to provide straight talk to

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underperforming employees, and even how to lead a company through a significant change.

Most prospective hires come well prepared for the formulaic interview questions we have all come to expect. And not surprisingly their answers do not often distinguish them from any other applicant. So the employer is left with no choice but to take a hunch. But with High-Impact Interview Questions by your side, you will no longer have to do your best guess work on what answers are genuine, which are rehearsed, and which will end up not reflecting the employee in the least. This invaluable resource shows you how to dig deeper using competency-based behavioral interviewing methods to uncover truly relevant and useful information. When the candidate is asked to describe specific, job-related situations, the interviewer will gain a clearer picture of past behaviors--and more accurately predict future performance. Complete with advice on evaluating answers and assessing cultural fit, the second edition of this user-friendly guide features dozens of all-new

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questions designed to gauge accountability, assertiveness, attention to detail, judgment, follow-through, risk-taking, social media usage, and more. By interviews's end, the real person behind the résumé will be revealed and you will be able to make an offer based on accurate findings, not hopeful hunches.

Describes the state of postwar development policy in Africa that has channeled billions of dollars in aid but failed to either reduce poverty or increase growth, offering a hopeful vision of how to address the problem.

High-Impact Interview Questions

Laptop from Hell

The Power of Moments

The Invincible Company

As We Speak

Charity Case

Conquering the New Battleground for Customer Loyalty

From the esteemed author of the international bestseller How to Win Friends and Influence People comes a book to help you become the great communicator that you've always wanted

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to be! We all know a great public speaker when we see one. He or she seems to possess qualities—confidence, charisma, eloquence, learning—that the rest of us lack. But the ability to speak well in front of others is a skill, not a gift. That means anyone can learn how to do it with the right guidance. Stand and Deliver gives you everything you need to know to become a poised, polished, and masterful communicator. It reveals the techniques that have worked for countless great speakers throughout history. In this book you will learn how to prepare properly for a presentation, develop and project your own unique style, overcome stage fright, and win any audience in one minute. Packed with tips, strategies, and real-life examples, including case studies of some of the world's great orators, Stand and Deliver is the definitive guidebook for public speaking. The essential techniques that you learn from this book will benefit you for years to come.

The conversational style is widely accepted as the most skilful way to communicate with virtually any audience anywhere, a technique that today is employed by statesmen from Nelson Mandela to Bill Clinton. This work looks at Bowman's methodology for making your words work for you.

*Enhance Fundamental Value and Establish Competitive Advantage with Leadership Agility
Whether you're leading an organization, a team, or a project, Stand Back and Deliver gives you the agile leadership tools you'll need to achieve breakthrough levels of performance.
This book brings together immediately usable frameworks and step-by-step processes that*

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help you focus all your efforts where they matter most: delivering business value and building competitive advantage. You'll first discover how to use the authors' Purpose Alignment Model to make better up-front decisions about where to invest limited resources—and how to filter out activities that don't drive market leadership. Next, you'll learn how to collaborate in new ways that unleash your organization's full talents for innovation. The authors offer the Context Leadership Model for understanding the unique challenges of any project, and they help you tailor your leadership approach to address them. You'll find a full chapter on organizing information to promote more effective, value-driven decision-making. Finally, drawing on decades of experience working with great leaders, the authors focus on a critical issue you'll face over and over again: knowing when to step up and lead, and when to stand back and let your team produce results. Coverage includes Effectively evaluating, planning, and implementing large system projects Reducing resistance to process improvements Bringing greater agility to the way you manage products, portfolios, and projects Identifying the tasks that don't create enough value to be worth your time Developing the forms of collaboration that are crucial to sustaining innovation Mitigating project risks more effectively—especially those associated with complexity and uncertainty Refocusing all decision-making on delivering value to the organization and the marketplace Making decisions at the right time to leverage the best information without stifling progress

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Leadership presence doesn't come with a title or promotion - good leaders develop presence over time. Leadership presence is how you show up and contribute to meetings, and whether or not you can project confidence and poise under pressure - do you have already have a presence? Leadership presence is that elusive "we know it when we see it" quality. You may have a leadership title or tremendous leadership potential, but that alone does not give you presence. Being perceived as a leader when interacting with customers, peers or executives is the essence of leadership presence. Your leadership presence is evaluated by others based on how you show up and contribute in meetings, how well you project confidence and keep poise under pressure and whether you can engage others in ways that are authentic, empathetic and motivational. Stand Out walks you through achieving this presence so you get that next promotion and give your career that extra boost. Stand Out explains that the goal of leadership presence is to align other people's impression of you with your best authentic self. Body language expert and executive coach Carol Kinsey Goman teaches the five essential skills needed: composure, connection, confidence, credibility and charisma. She also explains how leadership presence is different for women, how nonverbal communication builds or destroys presence and why self-promotion is essential. This book shows aspiring and experienced leaders alike how to more positively influence the impression they make on others.

High-Impact Terrorism

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PC World

Stand and Deliver

How to Make Your Point and Have It Stick

Stand and Deliver. High Impact Presentat

Who Saves His Family by Overcoming Fear

The new edition of this widely adopted book reveals how the popular media contribute to widespread myths and misunderstanding about cultural diversity. While focused on the impact of television, feature film, and popular music, the authors reach far beyond media to explore how our understanding, values, and beliefs about race, class, gender and sexual orientation are constructed. They analyze how personal histories, combined with the collective history of oppression and liberation, contribute to stereotypes and misinformation, as well as how personal engagement with media can impact prospects for individual and social freedom. Along with updated media examples, expanded theories and analysis, this edition explores even more deeply the coverage of race in two chapters, discusses more broadly how men and boys are depicted in the media and socialized, and how class issues have become even more

visible since the Great Recession of the 21st century and the Occupy movements. Special activities and exercises are provided in the book and an online Instructor's Manual is available to adopters.

Take advantage of a powerful visual management tool for teams as you work together and deliver great results. It's been used by thousands of teams for project success! 59% of U.S. workers say that communication is their team's biggest obstacle to success, followed by accountability at 29% (Atlassian). High-Impact Tools for Teams explains a simple, powerful tool that helps team leaders and members align and get clarity on exactly who is responsible for each part of the team's most important activities and projects. The tool is complemented by 4 trust add-ons that help teams build trust and increase psychological safety, so every member can be confident in sharing ideas or concerns about obstacles the team may face. It's a proven tool for project teams, based on years of research, and thousands of teams are already using the Team Alignment Map to run effective "get-to-action meetings", give projects a good start and de-silo organizations. Co-author Alex Osterwalder is the international best-selling author who co-created the Business Model Canvas, a strategic management tool used by 1 million+ industry leaders globally. Plan as a

team and know who does what Uncover and proactively remove the most likely obstacles to any project Boost team member contributions Run more effective team meetings Get more successful projects With the guidance of High-Impact Tools for Teams, you can be better prepared as a team leader or team member to plan effectively, reduce risks, and collaborate with others. Your team will be accountable and ready to deliver results!

The inside story of the laptop that exposed the president's dirtiest secret. When a drug-addled Hunter Biden abandoned his waterlogged computer at a Mac repair shop in Delaware in the spring of 2019, just six days before his father announced his candidacy for the United States presidency, it became the ticking time bomb in the shadows of Joe Biden's campaign. The dirty secrets contained in Hunter's laptop almost derailed his father's presidential campaign and ignited one of the greatest media coverups in American history. This is the unvarnished story of what's really inside the laptop and what China knows about the Bidens, by the New York Post journalist who brought it into the open. It exposes the coordinated censorship operation by Big Tech, the media establishment, and former intelligence operatives to stifle the New York Post's coverage, in a chilling

exercise of raw political power three weeks before the 2020 election. A treasure trove of corporate documents, emails, text messages, photographs, and voice recordings, spanning a decade, the laptop provided the first evidence that President Joe Biden was involved in his son's ventures in China, Ukraine, and beyond, despite his repeated denials. This intimate insight into Hunter's dissolute lifestyle shows he was incapable of holding down a job, let alone being paid tens of millions of dollars in high-powered international business deals by foreign interests, unless he had something else of value to sell—which of course he did. He was the son of the vice president who would go on to become the leader of the free world.

Stand and Deliver. High Impact PresentatStand and DeliverHigh-impact PresentationsStand and DeliverHow to Become a Masterful Communicator and Public SpeakerSimon and Schuster

What Film, Television, and Popular Music Teach Us About Race, Class, Gender, and Sexual Orientation

Leading Change, Advancing Health

Dead Aid

A Tale of Two Cities Illustrated

The Fine Art of Presentation

How the Nonprofit Community Can Stand Up For Itself and Really Change the World

The Satanic Verses

In June 2001 the National Academies and the Russian Academy of Sciences held a bilateral workshop in Moscow on terrorism in a high--technology society and modern methods to prevent and respond to it. The purpose of the workshop was to begin a dialogue on high--impact terrorism that could lead to further U.S.--Russian collaboration. This volume includes papers presented at the workshop by 31 Russian and American experts on various types of high-impact terrorism, including biological and agricultural terrorism, nuclear and electromagnetic terrorism, explosives, chemical, and technological terrorism, and cyber terrorism. The papers also address legal issues, Russian internal affairs, and the future of international cooperation in this area.

The anthrax incidents following the 9/11 terrorist attacks put the spotlight on the nation's public health agencies, placing it under an unprecedented scrutiny that added new dimensions to the complex issues considered in this report. The Future of the Public's Health in the 21st Century reaffirms the vision of Healthy People 2010, and outlines a systems approach to assuring the nation's health in practice, research,

and policy. This approach focuses on joining the unique resources and perspectives of diverse sectors and entities and challenges these groups to work in a concerted, strategic way to promote and protect the public's health. Focusing on diverse partnerships as the framework for public health, the book discusses: The need for a shift from an individual to a population-based approach in practice, research, policy, and community engagement. The status of the governmental public health infrastructure and what needs to be improved, including its interface with the health care delivery system. The roles nongovernment actors, such as academia, business, local communities and the media can play in creating a healthy nation. Providing an accessible analysis, this book will be important to public health policy-makers and practitioners, business and community leaders, health advocates, educators and journalists.

Addresses the most pressing issues in training, including performance and needs assessment, training transfer, evolving technologies, and strategic alignment.

How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than the vast majority of tech companies. In INSPIRED, technology product management thought leader Marty Cagan provides readers with a master class in how to

structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love—and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you’re an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, INSPIRED will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the author’s own personal stories—and profiles of some of today’s most-successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix—INSPIRED will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of INSPIRED, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the

same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today’s most-successful tech product companies, and the men and women behind every great product.

Teach Like a Champion 2.0

The 5 Choices

The Negro Motorist Green Book

Get New Customers, Make More Money, And Stand Out From The Crowd

The Future of Nursing

The Big Book of Conflict Resolution Games: Quick, Effective Activities to Improve Communication, Trust and Collaboration

Positive Classroom Management

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN

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describes the whole selling process: Situation questions Problem questions
Implication questions Need-payoff questions SPIN-Selling provides you with a set
of simple and practical techniques which have been tried in many of today's
leading companies with dramatic improvements to their sales performance.
A blueprint for a national leadership movement to transform the way the public
thinks about giving. Virtually everything our society has been taught about
charity is backwards. We deny the social sector the ability to grow because of our
short-sighted demand that it send every short-term dollar into direct services. Yet
if the sector cannot grow, it can never match the scale of our great social
problems. In the face of this dilemma, the sector has remained silent,
defenseless, and disorganized. In *Charity Case*, Pallotta proposes a
visionary solution: a Charity Defense Council to re-educate the public and give
charities the freedom they need to solve our most pressing social issues.
Proposes concrete steps for how a national Charity Defense Council will
transform the public understanding of the humanitarian sector, including: building
an anti-defamation league and legal defense for the sector, creating a massive
national ongoing ad campaign to upgrade public literacy about giving, and
ultimately enacting a National Civil Rights Act for Charity and Social Enterprise
From Dan Pallotta, renowned builder of social movements and inventor of the

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multi-day charity event industry (including the AIDS Rides and Breast Cancer 3-Days) that has cumulatively raised over \$1.1 billion for critical social causes The hotly-anticipated follow-up to Pallotta's groundbreaking book Uncharitable Grounded in Pallotta's clear vision and deep social sector experience, Charity Case is a fascinating wake-up call for fixing the culture that thwarts our charities' ability to change the world.

A Tale of Two Cities (1859) is a historical novel by Charles Dickens, set in London and Paris before and during the French Revolution. The novel tells the story of the French Doctor Manette, his 18-year-long imprisonment in the Bastille in Paris and his release to live in London with his daughter Lucie, whom he had never met. The story is set against the conditions that led up to the French Revolution and the Reign of Terror.

Outlines an empowering approach to public speaking that draws on the co-author's experience with leading companies, covering topics ranging from content and delivery to body language and interpersonal exchanges. Reprint.

Stand Out

How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models

Hunter Biden, Big Tech, and the Dirty Secrets the President Tried to Hide

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Power Points!

The Surprisingly Simple Truth Behind Extraordinary Results

How to Create Tech Products Customers Love

Stand Back and Deliver

The New York Times bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt us and elevate us and change us—and how we can learn to create such extraordinary moments in our life and work. While human lives are endlessly variable, our most memorable positive moments are dominated by four elements: elevation, insight, pride, and connection. If we embrace these elements, we can conjure more moments that matter. What if a teacher could design a lesson that he knew his students would remember twenty years later? What if a manager knew how to create an experience that would delight customers? What if you had a better sense of how to create memories that matter for your children? This book delves into some fascinating mysteries of experience: Why we tend to remember the best or worst moment of an experience, as well as the last moment, and forget the rest. Why “we feel most comfortable when things are certain, but we feel most alive when

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they're not." And why our most cherished memories are clustered into a brief period during our youth. Readers discover how brief experiences can change lives, such as the experiment in which two strangers meet in a room, and forty-five minutes later, they leave as best friends. (What happens in that time?) Or the tale of the world's youngest female billionaire, who credits her resilience to something her father asked the family at the dinner table. (What was that simple question?) Many of the defining moments in our lives are the result of accident or luck—but why would we leave our most meaningful, memorable moments to chance when we can create them? *The Power of Moments* shows us how to be the author of richer experiences.

When you talk to yourself about your health condition, what do you say? Are you negative. Do you say only what the doctor has diagnosed. Do you allow others to speak negatively in your presence? Or do you say what God says? This book defines the most powerful healing principles in Scripture and encourages you to stop negative self-talk, control your thinking, and declare healing over your body regardless of the current health condition or medical diagnosis. Included, the positive self-talk

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guides will help affirm God's will for victory in the area of healing emotionally, physically, mentally, financially, and spiritually. Daily devotionals will reinforce your faith. And as you begin to meditate and confess the word, your thoughts, words, outlook and expectations will change for the better. You will find victory and healing in the name of Jesus. Trust God and mediate on His word. The enemy likes to keep illness and perceived limitations in front of us at all times. He wants to rub sickness and disease in our faces so that we lose faith and hope in healing. Don't talk yourself out of your healing. Today, declare, "By Jesus stripes I am healed and made whole." And don't let anyone talk you out of it. The victory is yours in healing- whether it be emotional, physical, and psychological. This is the 3rd book of the By Faith I Declare series. For your spiritual growth read the companion books in this series, Deliver Me From Negative Self Talk: Faithful Words to Say When You Talk T Yourself and the latest title, Positive Self Talk For Emotional Peace: Set Boundaries and Take Back Control of Your Life.

The Future of Nursing explores how nurses' roles,

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responsibilities, and education should change significantly to meet the increased demand for care that will be created by health care reform and to advance improvements in America's increasingly complex health system. At more than 3 million in number, nurses make up the single largest segment of the health care work force. They also spend the greatest amount of time in delivering patient care as a profession. Nurses therefore have valuable insights and unique abilities to contribute as partners with other health care professionals in improving the quality and safety of care as envisioned in the Affordable Care Act (ACA) enacted this year. Nurses should be fully engaged with other health professionals and assume leadership roles in redesigning care in the United States. To ensure its members are well-prepared, the profession should institute residency training for nurses, increase the percentage of nurses who attain a bachelor's degree to 80 percent by 2020, and double the number who pursue doctorates. Furthermore, regulatory and institutional obstacles -- including limits on nurses' scope of practice -- should be removed so that the health system can reap the full benefit of nurses' training, skills, and knowledge in

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patient care. In this book, the Institute of Medicine makes recommendations for an action-oriented blueprint for the future of nursing.

"Time management for the 21st century"--Cover.

High Impact Presentations

Why Aid Is Not Working and How There Is a Better Way for Africa

The 1-Page Marketing Plan

INSPIRED

Media Messages

Seymore the Rock 'n' Roll Penguin

A Guide to Speaking Healing Words of Faith

David Michaels is afraid. His palms sweat. His knees threaten to buckle. And his tongue, like his stomach, seems to be tied in knots. For David is due to give a series of presentations. Fortunately, help is at hand in the person of Demosthenes, the ancient Greek orator. Under his tutelage David overcomes his fears and learns how to create a powerful presentation. His objective is to win support for his project to save sick children in Amazonia. By following David as he gradually masters the techniques involved, the reader will acquire the knowledge and the skills necessary to define the audience; determine what to say; organize the content; control nervousness; deliver in

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style; use visual aids; and deal with questions. The fictional treatment makes this an entertaining as well as informative guide, and as an additional aid to learning the key points are summarized in checklist form at the end of the book. Stand and Deliver will be valued by all managers, and others, faced with the need to give effective presentations.

The idea of "The Green Book" is to give the Motorist and Tourist a Guide not only of the Hotels and Tourist Homes in all of the large cities, but other classifications that will be found useful wherever he may be. Also facts and information that the Negro Motorist can use and depend upon. There are thousands of places that the public doesn't know about and aren't listed. Perhaps you know of some? If so send in their names and addresses and the kind of business, so that we might pass it along to the rest of your fellow Motorists. You will find it handy on your travels, whether at home or in some other state, and is up to date. Each year we are compiling new lists as some of these places move, or go out of business and new business places are started giving added employment to members of our race.

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

One of the most influential teaching guides ever—updated! Teach Like a Champion 2.0 is a complete update to the international bestseller.

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This teaching guide is a must-have for new and experienced teachers alike. Over 700,000 teachers around the world already know how the techniques in this book turn educators into classroom champions. With ideas for everything from classroom management to inspiring student engagement, you will be able to perfect your teaching practice right away. The first edition of Teach Like a Champion influenced thousands of educators because author Doug Lemov's teaching strategies are simple and powerful. Now, updated techniques and tools make it even easier to put students on the path to college readiness. Here are just a few of the brand new resources available in the 2.0 edition: Over 70 new video clips of real teachers modeling the techniques in the classroom (note: for online access of this content, please visit my.teachlikeachampion.com) A selection of never before seen techniques inspired by top teachers around the world Brand new structure emphasizing the most important techniques and step by step teaching guidelines Updated content reflecting the latest best practices from outstanding educators With the sample lesson plans, videos, and teachlikeachampion.com online community, you will be teaching like a champion in no time. The classroom techniques you'll learn in this book can be adapted to suit any context. Find out why Teach Like a Champion is a "teaching Bible" for so many educators worldwide. How to become a masterful communicator and public speaker

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The ONE Thing

Lessons in Leadership

A Step-by-Step Guide to Helping Students Succeed

5 Tools to Align Team Members, Build Trust, and Get Results Fast

High-impact Presentations

62 Techniques that Put Students on the Path to College

Research shows that enriching learning experiences such as learning communities, service-learning, undergraduate research, internships, and senior culminating experiences - collectively known as High-Impact Practices (HIPs) - are positively associated with student engagement; deep, and integrated learning; and personal and educational gains for all students - particularly for historically underserved students, including first-generation students and racially minoritized populations. While HIPs' potential benefits for student learning, retention, and graduation are recognized and are being increasingly integrated across higher education programs, much of that potential remains unrealized; and their implementation frequently uneven. Colleges are eager to use the HIP nomenclature for recruitment, promoting equity for traditionally underserved student populations, and preparing lifelong learners and successful professionals. However, HIPs defy easy categorization or standardized implementation. They rely on fidelity, quality, and consistency - being "done well" - to achieve their learning outcomes; and, above all, require attention to access and equity if they are to fulfill their promise of benefitting all student populations equally. The goal of

Delivering on the Promise of High-Impact Practices is to provide examples from around the country of the ways educators are advancing equity, promoting fidelity, achieving scale, and strengthening assessment of their own local high-impact practices. Its chapters bring together the best current scholarship, methodologies, and evidence-based practices within the HIPs field, illustrating new approaches to faculty professional development, culture and coalition building, research and assessment, and continuous improvement that help institutions understand and extend practices with a demonstrated high impact. For proponents and practitioners this book offers perspectives, data and critiques to interrogate and improve practice. For administrators it provides an understanding of what's needed to deliver the necessary support.

The explosion of a jetliner over India triggers an Apocalyptic battle that sweeps across the subcontinent. Reprint.

A story about a small, shy stubby-legged Adelie penguin who has to save his family from extinction. Kiddy Lick a small island in the southeast corner of a vast amusement park known as Water World. Water World offered all kinds of exciting rides to humans from 8 to 80 years of age.

Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books

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series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged.

Research and Models for Achieving Equity, Fidelity, Impact, and Scale

High-Impact Tools for Teams

The Path to Extraordinary Productivity

701 Behavior-Based Questions to Find the Right Person for Every Job

1940 Edition

How to Become a Masterful Communicator and Public Speaker

High-impact Training Solutions

Today's audiences have come to expect presentations that are not only informative, but also innovative and visually exciting. Power Points ! shows readers how to create and use stunning PowerPoint graphics and visuals to their fullest, while also speaking with greater eloquence and persuasiveness. Author and persuasion expert Harry Mills reveals how to: * Captivate audiences

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with a mastery of graphics, diagrams, cartoons, and photos. * Speak and present with confidence and style. * Learn to influence any kind of audience. * Use the hundreds of professionally designed samples and PowerPoint templates on the companion CD-ROM to add drama to presentations. * Create dazzling visuals more easily by taking advantage of PowerPoint 2007's new features. With these invaluable tips, even the most reluctant speakers can deliver informative, entertaining, and persuasive presentations.

Stand and Deliver gives you everything you need to know to become an incredibly poised, polished, masterful communicator. Someone who can hold an audience of 1, 10, or 1000 in the palm of your hand, from the first word you speak to them until the last. You will learn... •How to identify your authentic self so that you project an original and unique style •How to win over any audience in ONE MINUTE •A 5-point checklist that will make stage fright disappear •A powerful tactic for getting your listeners to act the way you want them to (works equally well with colleagues, children...anyone you talk to!) •The renowned "Magic Formula" technique -- a no-fail 3-step process that ensures your listeners not only remember what you say, but make immediate and positive changes based on it •The secrets to handling hostile or potentially embarrassing questions with ease and professionalism Stand and Deliver is packed with tips, strategies, and secrets you can use immediately to begin dramatically improving all of your communications. You'll be surprised and thrilled by how frequently you find yourself reaching into this amazing arsenal of techniques to help you achieve your goals, and what an enormous impact they will have on every facet of your life.

• More than 500 appearances on national bestseller lists • #1 Wall Street Journal, New York Times, and USA Today • Won 12 book awards • Translated into 35 languages • Voted Top 100

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Business Book of All Time on Goodreads People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In The ONE Thing, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your goal* dial down the stress * overcome that overwhelmed feeling * revive your energy * stay on track * master what matters to you The ONE Thing delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

Illustrating applications across all K–12 grade levels, this third edition of a bestseller presents concrete strategies for creating a positive classroom environment for students and teachers alike. SPIN® -Selling

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Proceedings of a Russian-American Workshop

A Novel

How to Build Your Leadership Presence

The Future of the Public's Health in the 21st Century

Accelerating Business Transformation

WARNING: Do Not Read This Book If You Hate Money To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done. In The 1-Page Marketing Plan, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it, you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero. Whether you're just starting out or are an experienced entrepreneur, The 1-Page Marketing Plan is the easiest and fastest way to create a marketing plan that will propel your business growth. In this groundbreaking new book you'll discover: - How to get new customers, clients or patients and how to make more profit from existing ones. - Why "big business" style marketing could kill your business and strategies that actually work for small and medium-sized businesses. -

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How to close sales without being pushy, needy, or obnoxious while turning the tables and having prospects begging you to take their money. - A simple step-by-step process for creating your own personalized marketing plan that is literally one page. Simply follow along and fill in each of the nine squares that make up your own 1-Page Marketing Plan. - How to annihilate competitors and make yourself the only logical choice. - How to get amazing results on a small budget using the secrets of direct response marketing. - How to charge high prices for your products and services and have customers actually thank you for it.

The long-awaited follow-up to the international bestsellers, Business Model Generation and Value Proposition Design Alex Osterwalder and Yves Pigneurs' Business Model Canvas changed the way the world creates and plans new business models. It has been used by corporations and startups and consultants around the world and is taught in hundreds of universities. After years of researching how the world's best companies develop, test, and scale new business models, the authors have produced their definitive work. The Invincible Company explains what every organization can learn from the business models of the world's most exciting companies. The book explains how companies such as Amazon, IKEA, Airbnb, Microsoft, and Logitech, have been able to create immensely successful businesses and disrupt entire industries.

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At the core of these successes are not just great products and services, but profitable, innovative business models--and the ability to improve existing business models while consistently launching new ones. The Invincible Company presents practical new tools for measuring, managing, and accelerating innovation, and strategies for reducing risk when launching new business models. Serving as a blueprint for your growth strategy, The Invincible Company explains how to constantly stay ahead of your competition. In-depth chapters explain how to create new growth engines, change how products and services are created and delivered, extract maximum profit from each type of business model, and much more. New tools--such as the Business Model Portfolio Map, Innovation Metrics, Innovation Strategy Framework, and the Culture Map--enable readers to understand how to design invincible companies. The Invincible Company: ? Helps large and small companies build their growth strategy and manage their core simultaneously ? Explains the world's best modern and historic business models ? Provides tools to assess your business model, innovation readiness, and all of your innovation projects Presented in striking 4-color, and packed with practical visuals and tools, The Invincible Company is a must-have book for business leaders, entrepreneurs, and innovation professionals. The Effortless Experience

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The Fourth Industrial Revolution

Delivering on the Promise of High-Impact Practices

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A Radical Approach

Why Certain Experiences Have Extraordinary Impact

Top Issues Troubling Trainers