

The Brain Audit Why Customers Buy And Why They Dont

Every business making sales online is engaged in a battle to get customers to click. More clicks equals more sales equals a more successful business. How do you write copy that will encourage more people to buy from you? How do you persuade customers over the line to make that final buying decision? What is The Art of the Click? The answer lies in the power of direct-response copywriting. In this entertaining and highly readable guide, copywriting expert Glenn Fisher boils down over a decade of experience to present a huge array of techniques, tactics and industry secrets to improve your copywriting, get more clicks... and ultimately, get more sales. You will discover: - The single thing every great writer must do if they want to improve. - How anyone can learn to write a headline that will stop all potential customers in their tracks. - Where to find inspiration and how to feed ideas. - How you can get a customer physically nodding along with every word you write. - How to avoid waffle and make your copy more succinct. - How you can write irresistible offers than no one can refuse. - And much more! Pick up The Art of the Click now to improve your copywriting. You'll soon be wondering how you ever made a sale without it... ".shows you how to silence the noise of your left brain, ignite your creative side, and live the life you've always imagined"--P. [4] of cover.

A former international hostage negotiator for the FBI offers a new, field-tested approach to high-stakes negotiations—whether in the boardroom or at home. After a stint policing the rough streets of Kansas City, Missouri, Chris Voss joined the FBI, where his career as a hostage negotiator brought him face-to-face with a range of criminals, including bank robbers and terrorists. Reaching the pinnacle of his profession, he became the FBI’s lead international kidnapping negotiator. Never Split the Difference takes you inside the world of high-stakes negotiations and into Voss’s head, revealing the skills that helped him and his colleagues succeed where it mattered most: saving lives. In this practical guide, he shares the nine effective principles—counterintuitive tactics and strategies—you too can use to become more persuasive in both your professional and personal life. Life is a series of negotiations you should be prepared for: buying a car, negotiating a salary, buying a home, renegotiating rent, deliberating with your partner. Taking emotional intelligence and intuition to the next level, Never Split the Difference gives you the competitive edge in any discussion.

Through her phenomenally popular and award-winning podcast, She's on the Money, Victoria Devine has built an empowered and supportive community of women finding their way to financial freedom. Honest, relatable, non-judgemental and motivating, Victoria is a financial adviser who knows what millennial life is really like and where we can get stuck with money stuff. (Did someone say 'Afterpay'...?) So, to help you hit your money goals without skipping on brunch, she's put all her expert advice into this accessible guide that will set you up for a healthy and happy future. Learn how to be more secure, independent and informed with your money - with clear steps on how to budget, clear debts, build savings, start investing, buy property and much more. And along with all the practical information, Victoria will guide you through the sometimes-tricky psychology surrounding money so you can establish the values, habits and confidence that will help you build your wealth long-term. Just like the podcast, the book is full of real-life money stories from members of the She's on the Money community who candidly share their experiences, wins and lessons learned to inspire others to turn their stories around, too. And with templates and activities throughout, plus a twelve-month plan to get you started, you can immediately put Victoria's recommendations into action in your own life. You are not alone on your financial journey, and with the money principles in this book you'll go further than you ever thought possible.

"Everything you need to know to take your brand global. And going global is not an option today. That's where your future market is going to be." —Al Ries, author of Positioning and The 22 Immutable Laws of Branding "Filled with vivid, relevant case studies, Luis shows that brand success in tough global markets comes from having deep market knowledge, being lean and agile, creating real, meaningful differentiation, and executing creatively using tools that work. I was impressed by the ideas and guidance from this book and you will be as well." —David Aaker, vice chair of Prophet and author of Strategic Market Management "Luis shows what it takes to win in an increasingly multipolar world. Spiced with great examples, he brings to life the simple wisdom of what it takes to be locally relevant and globally efficient in building brands." —Paul Polman, CEO of Unilever "A must-read for every manager of global brands." —Gerard J. Tellis, Neely Chair, American Enterprise, and Director of the Center for Global Innovation, USC Marshall School of Business There’s no denying it. Business has become global, yet few people we meet in our everyday lives have any actual international experience to share. Markets are increasingly messy and rapidly evolving. Leaders know that they need to adapt, but they are usually too busy—and they’re unsure about what exactly to change. Lean Brands provides a lean, agile approach to building global brands, helping you 1) quickly analyze your environment; 2) create a differentiated and meaningful brand positioning; and 3) bring your brand strategy to life on the ground, where it counts. You'll learn how to “recon” and take advantage of weaknesses of your competition, as well as hone in on what will work in new markets to make sure you are memorable.

Web Marketing That Works

The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters

Strengthening Forensic Science in the United States

Internet Marketing for Small Business

A Practical Approach

Building a Second Brain

Confessions from the Marketing Trenches

Coaching the Brain

Everything we do, and sense, happens through our brain. In Coaching the Brain: Practical Applications of Neuroscience to Coaching, highly experienced coaches Joseph O’Connor and Andrea Lages ask and answer the question: 'How can we use our knowledge of the brain to help ourselves and others to learn, change, and develop?'. This book will show you how to apply insights from the latest neuroscience research in a practical way, in the fields of personal development, coaching and cognitive therapy. Accessible and practical, it begins with an overview of how the brain works along with an explanation of how our brain changes due to our actions and thoughts, illuminating how these habits can be changed through neuroplasticity. Understanding the neuroscience of goals and mental models helps us to work with and change them, and clarity about emotions and the emotional basis of values can help achieve happiness. Most importantly, neuroscience illuminates how we learn, as well as the power of expectations. The book also explores the key lessons we can take from neuroscience for high performance and leadership. Eminently accessible, this book gives you new tools to help yourself and others create better futures. As a whole, the book will provide you with a new respect for the depth and complexity of your thinking and emotions. Coaching the Brain: Practical Applications of Neuroscience to Coaching, with its clarity and practical application, will be essential reading for coaches in practice and in training, as well as leaders, coach supervisors and HR and L&D professionals, and will be a key text for academics and students of coaching and coaching psychology.

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands.

Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO's many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines Learn to build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides. "SEO expertise is a core need for today's online businesses.

Written by some of the top SEO practitioners out there, this book can teach you what you need to know for your online business." —Tony Hsieh, CEO of Zappos.com, Inc., author of New York Times bestseller Delivering Happiness

Today the need for a holistic approach to marketing information is greater than ever. Fortunately, parallel to this need the marketing professionals have rich data sources at hand. Besides the consumer information coming from usage and attitude studies, ad hoc researches, tracking studies, consumer panel research, etc., retail audit plays a very important role. It is easily the number one information source of manufacturer performance, pricing and distribution in the FMCG (Fast Moving Consumer Goods) world. Still, the methodology of retail audit analysis is not well-known and understood to the details, even among the marketers at the client side using the data on a daily basis. The purpose of this book is to give practical guidelines to retail audit analysis, mainly from the manufacturer point of view. It also intends to raise the attention of marketers on how useful this tool can be, with sufficient creativity to ask the right questions it can answer. The book is written in a practical, real-life business style. The concise messages are aided by easy-to-follow charts, visualizing the vast variety of potential findings retail data can provide. The book also aims to summarize the market logic and dynamics that can be explored via retail audit. This is why the author purposefully created charts well explaining - among many other (brand) marketing tactics and strategies -, the ex-pocket pricing tactics, the impact of psychological price points or how a concentrated brand portfolio looks like.

A Proven Method to Organize Your Digital Life and Unlock Your Creative Potential

Never Split the Difference

Understanding Customers

Defining the Path to Inclusion and Innovation

A Modern Approach To Sales That Actually Works (Even On You!)

The 5 Second Rule

The Better Brain Book

Get Up to Speed Quickly in Today's Ever-Changing Sales World

How the Brain Goes Through Decision-Making: Do you often wonder what your customer is thinking? Don't leave the thought process to chance and let that customer walk away. Your customers don't want to walk away. They want to buy from you. So how does the brain make decisions? And what causes it to get confused? The Brain Audit shows you how the customer takes decisions. And what you need to put in place, so that the customer feels happy to buy products or services from you. The Brain Audit isn't about persuasion or any mind tricks. Instead it shows you the information that your customers need in order to make a decision. It shows you how to present that information, and thereby enable the customer to intelligently go through a purchase sequence. The Brain Audit is designed to do the following: brain_audit_benefits 1) Enable you to spot every one of the 'seven bags' that are required to make a decision 2) Present those bags to the customer in the right sequence. 3) Enable you to get the customer to buy without needing to use pressure tactics.

From the author of the #1 New York Times bestseller Grain Brain and New York Times bestseller Brain Maker... Loss of memory is not a natural part of aging—and this book explains why. Celebrated neurologist David Perlmutter reveals how everyday memory-loss—misplacing car keys, forgetting a name, losing concentration in meetings—is actually a warning sign of a distressed brain. Here he and Carol Colman offer a simple plan for repairing those problems, clarifying misconstrued connections between memory loss and aging, and regaining and maintaining mental clarity by offering the tools for: Building a better brain through nutrition, lifestyle changes, and brain workouts Coping with specific brain disorders such as stroke, vascular dementia, Alzheimer's, Parkinson's, multiple sclerosis, and Lou Gehrig's disease Understanding risk factors and individually tailoring a diet and supplementary program Features a "Life Style Audit," quizzes, a brain fitness program with the most effective ways to exercise your brain, and a nutritional program that details the best brain food and supplements.

Is your business winning the online attention war? Is your website traffic increasing monthly? Does your website consistently generate calls, comments, and sales?This practical book will help you:Generate increased, targeted website traffic in 24 to 72 hours – p. 70; Learn and apply the essentials of effective website usability – p. 59; Capture the attention of the leading search engines – p. 73; Decipher the mysteries of SEO and online advertising – p. 33; Create simple, clear and effective page content – p. 23; Attract website visitors that will become your valued customers – p. 16; Turn mobile traffic into money – p. 127; Teach you about the power of blogging - p. 89; Show you the benefits using WordPress for your website - p. 111; Tell your small business story and sell your products – p. 138; How to measure visits, page views, average time on site, and more - p. 138; Learn how to make money online - p. 152; Who should design and build your website - p. 158; Learn how to create a value proposition for your home page - p. 165; Learn what makes a good website home page - p. 173; Learn tips for selling online - p. 180. And much more...

Practical tips on using the web to boost your business, no matter what business you're in Everyone in business knows they need to embrace the web, but not everyone knows how to do it or where to start. No matter what industry you're in, the web offers efficiencies and solutions for sales, marketing and customer service, and many other business functions. For businesspeople, small business owners, and marketers, Web Marketing That Works offers proven tactics, road-tested by the authors, and easy-to-use templates for boosting your Google search rankings, using social media to build relationships, developing an effective online marketing strategy, mastering the art of inbound marketing, and much more. Features insider advice and proven tactics for small business owners and marketers who want to tap into the power of the web Covers web strategy, execution, content marketing, and social media Includes 33 free, downloadable templates Written by the founders of Bluewire Media, one of Australia's top web marketing firms Every business, large or small, can benefit from the web. If you're not already using the web to boost your business, you're falling behind the competition. Web Marketing That Works shows you how to get ahead—starting right now.

Future economic growth lies in the value of experiences and transformations--good and services are no longer enough. We are on the threshold, say authors Pine and Gilmore, of the Experience Economy, a new economic era in which all businesses must orchestrate memorable events for their customers. The Experience Economy offers a creative, highly original, and yet eminently practical strategy for companies to script and stage the experiences that will transform the value of what they produce. From America Online to Walt Disney, the authors draw from a rich and varied mix of examples that showcase businesses in the midst of creating personal experiences for both consumers and businesses. The authors urge managers to look beyond traditional pricing factors like time and cost, and consider charging for the value of the transformation that an experience offers. Goods and services, say Pine and Gilmore, are no longer enough. Experiences and transformations are the basis for future economic growth, and The Experience Economy is the script from which managers can begin to direct their own transformations.

Catch Customers, Drive Growth, and Stand Out in All Markets

A Path Forward

Mindsight

The Proven Guide to Start, Run and Grow a Successful Consulting Business

A Flaw in Human Judgment

Building Great Customer Experiences

Consulting Success

Sell the Way You Buy

How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

Being an agile seller virtually guarantees a prosperous career. When salespeople are promoted, switch jobs, or face new business conditions, they need to learn lots of new information and skills quickly. It's a daunting task, compounded by the fact that they're under intense pressure to deliver immediate results. What Jill Konrath calls agile selling is the ability to quickly learn all this new info and then leverage it for maximum impact. Having an agile mindset, one that keeps you going through challenging times, is the crucial starting point. You also need a rapid-learning plan that helps you establish situational credibility with your targeted or existing customers in just thirty days. In Agile Selling, you'll discover numerous strategies to help you become an overnight sales expert, slashing your path to proficiency. Jill Konrath's fresh sales strategies, provocative insights, and practical advice help sellers win business with today's crazy-busy prospects.

This book is the first practical, hands-on guide that shows how leaders can build psychological safety in their organizations, creating an environment where employees feel included, fully engaged, and encouraged to contribute their best efforts and ideas. Perhaps the leader's most challenging task is to increase intellectual friction while decreasing social friction. When this doesn't happen and it becomes emotionally expensive to say what you truly think and feel, that lack of psychological safety triggers the self-censoring instinct, shuts down learning, and blocks collaboration and creativity. Timothy R. Clark, a former CEO, Oxford-trained social scientist, and organizational consultant, provides a research-based framework to help leaders transform their organizations into sanctuaries of inclusion and incubators of innovation. When leaders cultivate psychological safety, teams and organizations progress through four successive stages. First, people feel included and accepted; then they feel safe to learn, contribute, and finally, challenge the status quo. Clark draws deeply on psychology, philosophy, social science, literature, and his own experiences to show how leaders can, and must, set the tone and model the ideal behaviors—as he says, “you either show the way or get in the way.” This thoughtful and pragmatic guide demonstrates that if you banish fear, install true performance-based accountability, and create a nurturing environment that allows people to be vulnerable as they learn and grow, they will perform beyond your expectations.

*The Brain Audit*Why Customers Buy (and Why They Don't)

How Brands Grow

Marketing Your Business

The 4 Stages of Psychological Safety

Get Free The Brain Audit Why Customers Buy And Why They Dont

A Comprehensive Guide to Access Needs
The Product Book: How to Become a Great Product Manager
The New Science of Personal Transformation
Planning for Success

Practical Applications of Neuroscience to Coaching

Like a good story, successful design is a series of engaging moments structured over time. The User's Journey will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a "story first" approach can transform your product, feature, landing page, flow, campaign. A revolutionary approach to enhancing productivity, creating flow, and vastly increasing your ability to capture, remember, and benefit from the unprecedented amount of information all around us. For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to contribute, and to improve ourselves empowered, we are often left feeling overwhelmed by this constant influx of information. The very knowledge that was supposed to set us free has instead led to the paralyzing stress of believing we'll never know or remember enough. Now, this eye-opening and accessible guide shows how you can easily create your own personal system for knowledge management. Second Brain. As a trusted and organized digital repository of your most valued ideas, notes, and creative work synced across all your devices and platforms, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. Discover the full potential of your ideas and translate what you know into more powerful, more meaningful life by Building a Second Brain.

The web has to be inclusive. One in five people living in the UK have a disability. From Microsoft's "inclusive design" movement - creating adaptive controllers for users with a range of disabilities - to Beyoncé's site being sued for failure to be accessible, the importance of considering access needs is gaining mainstream attention. Recognizing and catering for a range of platforms is key to achieving a truly inclusive web. You'll be guided through a broad range of access needs, the barriers users often face, and provided practical advice on how your sites can help rather than hinder. Going beyond advice tailored solely for developers, this book offers potential improvements for designers, developers, user experience professionals, QA and product managers. Being involved in building a website can engage with the concepts without the need to understand how to code. Learn about the very latest technology - such as natural language processing and smart home tech - and explore its application accessibly. This book comes complete with practical examples you can use in your own sites and, for the first time in any web accessibility book, is experienced by those with mental health disorders and cognitive impairments are comprehensively covered. Applicable to both new projects and those maintaining existing sites and looking for achievable improvements on them, Practical Web Inclusion and Accessibility gives you all the information you need to ensure that your sites are truly accessible for the modern world. Learn Understand the vast range of disabilities that have online access needs Apply the practical steps required to cater for those needs Use new technology to open up exciting avenues for the sites you create and maintain Approach accessibility from a full spectrum of online disciplines Start thinking about users with specific disabilities and how it impacts your work who wants to have a greater understanding of the inclusive web and considerations that should be made. You do not need to have coding knowledge.

Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success. A guide to putting cognitive diversity to work Ever wonder what it is that makes two people click or clash? Or why some groups excel while others fumble? Or how you, as a leader, can make or break team potential? Business Chemistry holds the answers. Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry book offers a powerful way to identify meaningful differences between people's working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection? Business Chemistry will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as a leader. Imagine you had a more in-depth understanding of yourself and why you thrive in some work environments and flounder in others. Suppose you had a clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some interactions unlock potential. Suppose you could gain people's trust, influence them, motivate them, and get the very most out of your work relationships. Imagine you knew how to create a work environment where all types of people excel, even if they have conflicting perspectives, preferences and needs. Suppose you could activate the potential benefits of diversity on your teams and in your organization. collaboration to achieve the group's collective potential. Business Chemistry offers all of this--you don't have to leave it up to chance, and you shouldn't. Let this book guide you in creating great chemistry!

What Your Customer Wants and Can't Tell You

The Art of SEO
Mismatch

Actionable Marketing Insights from Retail Audit Analysis

A Guide to Developing a Strategic Marketing Plan

Noise

Why Customers Buy (and Why They Don't)

Use the Science of Behavioral Economics to Understand Why People Buy “The most important business book to come out in years.” –Michael F. Schein, author and columnist for Forbes, Inc, and Psychology Today #1 New Release in Business Encyclopedias, Marketing Research, and Customer Relations What Your Customer Wants (And Can't Tell You) explains the neuroscience of consumer behavior. Learn exactly why people buy?and how to use that knowledge to improve pricing, increase sales, create better “brain-friendly” brand messaging, and be a more effective leader. Behavioral economics is the marketing research future of brands and business. What Your Customer Wants (And Can't Tell You) goes beyond an academic understanding of behavioral economics and into practical applications. Learn how real businesses and business professionals can use science to make their companies better. In this book, business owner, consultant, and behavioral economics expert Melina Palmer helps leaders like you use the psychology of the consumer, innovation, and truly impactful branding to achieve real, bottom-line benefits. Discover information and tools you can actually use to influence consumers. Go beyond data science for business and apply behavioral economics. Learn how the consumer brain works. Become a better leader and creatively and effectively market your brand by understanding the true needs of your customers. Dramatically improve your effectiveness as a leader and marketer with the practical tools in this book, including: • Real-world examples that bring a concept to life and make it stick • Ideas to help you with problem solving for your business • Ways to hack your brain into coming up with innovative programs, products, and initiatives If you liked marketing and business books like Nudge by Richard Thaler and Cass Sunstein, Predictably Irrational by Dan Ariely, or This is Marketing by Seth Godin, you'll love What Your Customer Wants (And Can't Tell You).

Understand the realities of modern web accessibility and what considerations should be made to include everyone. There are hundreds of millions of people who are being left out every single day on the web due to disability or circumstance. The purpose of web accessibility is to remove barriers and bring the information, services, and functionality of the web to as many people as possible so they can be included in this global community. This book makes the topic of web accessibility as approachable as possible to help every web professional become an accessibility advocate at their companies, on their projects, and in their communities. This discussion will go beyond the buzzword to explore the impact our designs and decisions have on real people, along with the ethical, legal, and financial incentives for accessibility prioritization. For those who are ready to get started the book covers tools and techniques for testing websites or web applications for conformance to the Web Content Accessibility Guidelines. Because we very rarely work in a vacuum the book also covers how to educate your team or company management on web accessibility as well as persuading them to invest time and money in accessibility. For those looking to start an accessibility practice at their company - or simply to ensure that nothing slips through the cracks - the book includes a guide to creating your very own accessibility action plan. Having a well-documented plan of action is an essential step in the long-term success of any initiative. Get started with web accessibility using Approachable Accessibility today. What You'll Learn Discover various ways that website design can exclude or even harm users Gain an understanding of the Web Content Accessibility Guidelines (WCAG) 2.1 Put together an accessibility action plan for your organization Explore tools and techniques for evaluating your existing websites Who This Book Is For Web designers and developers who want to know more about web accessibility or just want to know how to get started; tech leaders who need help building an accessibility practice or convincing their company to invest in web accessibility; project managers and owners making scope decisions for a project.

Throughout your life, you've had parents, coaches, teachers, friends, and mentors who have pushed you to be better than your excuses and bigger than your fears. What if the secret to having the confidence and courage to enrich your life and work is simply knowing how to push yourself? Using the science habits, riveting stories and surprising facts from some of the most famous moments in history, art and business, Mel Robbins will explain the power of a "push moment." Then, she'll give you one simple tool you can use to become your greatest self. It take just five seconds to use this tool, and every time you do, you'll be in great company. More than 8 million people have watched Mel's TEDx Talk, and executives inside of the world's largest brands are using the tool to increase productivity, collaboration, and engagement. In The 5 Second Rule, you'll discover it takes just five seconds to: Become confident Break the habit of procrastination and self-doubt Beat fear and uncertainty Stop worrying and feel happier Share your ideas with courage The 5 Second Rule is a simple, one-size-fits-all solution for the one problem we all face—we hold ourselves back. The secret isn't knowing what to do—it's knowing how to make yourself do it. p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

How inclusive methods can build elegant design solutions that work for all. Sometimes designed objects reject their users: a computer mouse that doesn't work for left-handed people, for example, or a touchscreen payment system that only works for people who read English phrases, have 20/20 vision, and use a credit card. Something as simple as color choices can render a product unusable for millions. These mismatches are the building blocks of exclusion. In Mismatch, Kat Holmes describes how design can lead to exclusion, and how design can also remedy exclusion. Inclusive design methods—designing objects with rather than for excluded users—can create elegant solutions that work well and benefit all. Holmes tells stories of pioneers of inclusive design, many of whom were drawn to work on inclusion because of their own experiences of exclusion. A gamer and designer who depends on voice recognition shows Holmes his “Wall of Exclusion,” which displays dozens of game controllers that require two hands to operate; an architect shares her firsthand knowledge of how design can fail communities, gleaned from growing up in Detroit's housing projects; an astronomer who began to lose her eyesight adapts a technique called “sonification” so she can “listen” to the stars. Designing for inclusion is not a feel-good sideline. Holmes shows how inclusion can be a source of innovation and growth, especially for digital technologies. It can be a catalyst for creativity and a boost for the bottom line as a customer base expands. And each time we remedy a mismatched interaction, we create an opportunity for more people to contribute to society in meaningful ways.

From the Nobel Prize-winning author of Thinking, Fast and Slow and the coauthor of Nudge, a revolutionary exploration of why people make bad judgments and how to make better ones—“a tour de force” (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In Noise, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made Thinking, Fast and Slow and Nudge groundbreaking New York Times bestsellers, Noise explains how and why humans are so susceptible to noise in judgment—and what we can do about it.

She's on the Money

The Art of the Click

Better Brain Food

How to Harness the Power of Direct-Response Copywriting and Make More Sales

The User's Journey

An Uncommon Path to Shutting Up Your Inner Critic, Giving Fear the Finger & Having an Amazing Life!

Work is Theatre & Every Business a Stage

Content Strategy for the Web

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn ' t help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you ' re not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.

This fully updated second edition of Understanding Customers is a recommended textbook for the Understanding Customers Certificate CIM paper. It is divided into six parts covering the social sciences, people as individuals, people in groups, people in society and people in organisations. Each chapter of Understanding Customers consists of: * learning objectives and definitions * the theoretical background * exercises * issues to consider * current examples * implications for marketing * recent examination questions. Chris Rice is Senior Lecturer in the Nottingham Business School at Nottingham Trent University. He is a CIM examiner on the Understanding Customers paper and has widespread consultancy experience in both the private and public sector.

Examine essential marketing disciplines and weapons! This essential book will show you how to design a strategic marketing plan for any brand, product, service, or business! It explains all of the major marketing disciplines and familiarizes you with the marketing “ weapons arsenal. ” It also teaches you to conduct a marketing audit, provides helpful sample worksheets and forms and includes case examples, a glossary of marketing terms, and appendixes discussing sources of “ marketing intelligence ” and professional marketing associations. This single volume provides a step-by-step process (with short, clear examples) of how to develop a custom plan to fit any business. In addition, it defines all of the business terms you ' ll find inside and lists additional resources to draw upon. With Marketing Your Business: A Guide to Developing a Strategic Marketing Plan, you will explore: the process of selecting the right strategy by defining your business strategy, assessing the most relevant focal points, and choosing the marketing strategy that will work best for you the arsenal of current marketing weaponry--advertising, budgeting, promotions, pricing, sales, database marketing, public relations, packaging, legal issues, and more! the nature of strategic marketing plans-competitive and environmental assessments, mission statements, slogans, budgeting, goals and objectives, etc. key checklists and 13 sample work forms that will help you formulate your plan and much more! Ideal for use by educators and students as well as businesspeople, Marketing Your Business brings together everything you need to know to develop an effective strategic marketing plan and put it into action!

Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients ' existing problems. In The Irresistible Consultant ' s Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

From a pioneer in the field of mental health comes a groundbreaking book on the healing power of "mindsight," the potent skill that allows you to make positive changes in your brain – and in your life. Foreword by Daniel Goleman, author of Emotional Intelligence • Is there a memory that torments you, or an irrational fear you can't shake? • Do you sometimes become unreasonably angry or upset and find it hard to calm down? • Do you ever wonder why you can't stop behaving the way you do, no matter how hard you try? • Are you and your child (or parent, partner, or boss) locked in a seemingly inevitable pattern of conflict? What if you could escape traps like these and live a fuller, richer, happier life? This isn't mere speculation but the result of twenty-five years of careful hands-on clinical work by Daniel J. Siegel, M.D. A Harvard-trained physician, Dr. Siegel is one of the revolutionary global innovators in the integration of brain science into the practice of psychotherapy. Using case histories from his practice, he shows how, by following the proper steps, nearly everyone can learn how to focus their attention on the internal world of the mind in a way that will literally change the wiring and architecture of their brain. Through his synthesis of a broad range of scientific research with applications to everyday life, Dr. Siegel has developed novel approaches that have helped hundreds of patients. And now he has written the first book that will help all of us understand the potential we have to create our own lives. Showing us mindsight in action, Dr. Siegel describes • a sixteen-year-old boy with bipolar disorder who uses meditation and other techniques instead of drugs to calm the emotional storms that made him suicidal • a woman paralyzed by anxiety, who uses mindsight to discover, in an unconscious memory of a childhood accident, the source of her dread • a physician – the author himself – who pays attention to his intuition, which he experiences as a "vague, uneasy feeling in my belly, a

gnawing restlessness in my heart and my gut," and tracks down a patient who could have gone deaf because of an inaccurately written prescription for an ear infection • a twelve-year-old girl with OCD who learns a meditation that is "like watching myself from outside myself" and, using a form of internal dialogue, is able to stop the compulsive behaviors that have been tormenting her These and many other extraordinary stories illustrate how mindsight can help us master our emotions, heal our relationships, and reach our fullest potential.

Write Useful Books: A Modern Approach to Designing and Refining Recommendable Nonfiction

The Brain Audit

Scientific Advertising

Eat to cheat dementia and cognitive decline

The Step-By-Step System For More Sales, to More Customers, More Often

The Adweek Copywriting Handbook

Winning the Battle for Attention

How Inclusion Shapes Design

This guide contains everything I know about how to design, test, and refine nonfiction that is able to endure for years, get recommended, and grow on its own. Whether you're aiming for this guide can help you get there.

Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

This book is for everyone who needs to write copy that sells – including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming “salesy” can be tough, but is an essential skill. How To Write Copy That Sells supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

Ageing is a triumph of modern medicine. On average we can expect to live 10 or 20 years longer than our grandparents' generation. These extra years are a wonderful bonus but also impose unprecedented challenges to our bodies and brains. Recent scientific investigations have uncovered foods and ingredients that can help protect brain cells from damage by oxidation and inflammation, and keep the systems that support them working as well as possible. There is no magic pill (and beware of anyone who claims a simple solution), but there is evidence-based advice on foods and lifestyle strategies that can give your brain the best chance of peak health. An international authority on nutrition for aged care, dietitian Ngaire Hobbins presents a compelling argument that the food you eat can make a big difference to your quality of life as you age. Combined with inspiring recipes that offer optimal nutrition for brain health and can be adapted for households for singles to larger families, Better Brain Food is the lifestyle guide you need as you or those you love grow old.

This book is about building and delivering great customer experiences. Many companies neglect this, but the physical execution and emotional impact of customer experiences, companies and brands may ultimately determine customer satisfaction and loyalty and commercial success. With the use of compelling examples and cases the authors show that this is key for all companies and organisations.

Practical Web Inclusion and Accessibility

Practical Magic for Crafting Powerful Work Relationships

Lean Brands

The Irresistible Consultant's Guide to Winning Clients

Business Chemistry

The Experience Economy

Approachable Accessibility

Negotiating As If Your Life Depended On It

While a Vice President at Salesforce, David Priemer had an epiphany during one of the company's high-pressure selling periods: the very sales tactics they were using were not working on him. Yes, the numbers still showed results, but through brute force rather than elegance and efficiency. Priemer also discovered that his sales colleagues were spending far more time on leads that did not convert to sales than on those that did. His company--and his entire profession--was acting with more than enough gusto, but without enough awareness and empathy. They were not selling the way they buy. Sell the Way You Buy is about much more than putting yourself in the customer's shoes. Customers don't always know what they want or need, or they may be seeking a solution for something that isn't their core problem. They suffer from status quo bias, from recency bias, from confirmation bias. And meanwhile, the state of overwhelming choice has most products and solution providers adrift in the "Sea of Sameness." In today's world, almost everyone is in sales, but as Priemer realized, we don't teach it. Sell the Way You Buy will show you how to ask questions, how to listen, how to tell a compelling brand story, and how to talk to customers (how to talk to people). Priemer reveals scientifically supported methods to understand the customer, identify their needs, and move them toward the right solution--all the while teaching you to avoid all the reasons why the average person doesn't like salespeople. In short, to sell the way you buy.

Unlocking Consumer Decisions with the Science of Behavioral Economics

At Left Brain Turn Right

Agile Selling

How to Write Copy That Sells

What Marketers Don't Know

Storymapping Products That People Love

6 Steps to Unlimited Clients & Financial Freedom

Transform Your Life, Work, and Confidence with Everyday Courage