

The Pumpkin Plan A Simple Strategy To Grow A Remarkable Business In Any Field

The creators of Pick a Pine Tree are back with a joyful, energetic celebration of a Halloween tradition. Pick a pumpkin from the patch. Tall and lean or short and fat. Vivid orange, ghostly white, or speckled green, might be just right. Pairing a wonderfully rhythmic read-aloud text with expressive retro illustrations, author Patricia Toht and illustrator Jarvis capture all the excitement and familial feeling of a favorite holiday tradition. Readers will be happy to follow along with each step, from picking out the perfect specimen at the pumpkin patch (be sure to stop for cider and toffee apples) to carting it home, scooping out the insides, carving a scary face, and finally lighting a candle inside -- savoring the familiar ritual of transforming an ordinary pumpkin into a one-of-a-kind glowing jack-o'-lantern.

The first pumpkin Tim ever carved was fierce and funny, and he named it Jack. When Halloween was over and the pumpkin was beginning to rot, Tim set it out in the garden and throughout the weeks he watched it change. By spring, a plant began to grow! Will Hubbell's gentle story and beautifully detailed illustrations give an intimate look at the cycle of life.

This format is designed to be read on color devices and cannot be read on black-and-white e-readers. In Pumpkinheads, beloved #1 New York Times bestselling author Rainbow Rowell and Eisner Award-winning artist Faith Erin Hicks have teamed up to create this tender and hilarious story about two irresistible teens discovering what it means to leave behind a place—and a person—with no regrets. Deja and Josiah are seasonal best friends. Every autumn, all through high school, they've worked together at the best pumpkin patch in the whole wide world. (Not many people know that the best pumpkin patch in the whole wide world is in Omaha, Nebraska, but it definitely is.) They say good-bye every Halloween, and they're reunited every September 1. But this Halloween is different—Josiah and Deja are finally seniors, and this is their last season at the pumpkin patch. Their last shift together. Their last good-bye. Josiah's ready to spend the whole night feeling melancholy about it. Deja isn't ready to let him. She's got a plan: What if—instead of moping and the usual slinging lima beans down at the Succotash Hut—they went out with a bang? They could see all the sights! Taste all the snacks! And Josiah could finally talk to that cute girl he's been mooning over for three years . . . What if their last shift was an adventure?

Jamie plants a pumpkin seed in the spring and, after watching it grow all summer, carves a face in it for Halloween! But best of all, he saves some seeds that he will plant again next spring. "Truly a book for all seasons."--Horn Book.

Time the Marketplace, Ride the Wave of Consumer Demand, and Become Your Industry's Big Kahuna

The Entrepreneur's Guide to Creating and Managing Breaththrough Innovation

The Tell-it-like-it-is Guide to Cleaning Up in Business, Even If You are at the End of Your Roll

Five Little Pumpkins

Surge

Design Your Business to Run Itself

More Than 100 Easy & Delicious Recipes to Make in Less Than One Hour

Trying to start a business in this economy? Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Whether you ' re just starting out or have been at it for years, the Toilet Paper Entrepreneur's "get real", actionable approach to business is a much-needed swift kick in the pants.

Mark Cuban shares his wealth of experience and business savvy in his first published book, HOW TO WIN AT THE SPORT OF BUSINESS. "It's New Year's resolution time, and Mark Cuban's new book offers the rationale for a good one." —BUSINESS INSIDER Using the greatest material from his popular Blog Maverick, Cuban has collected and updated his postings on business and life to provide a catalog of insider knowledge on what it takes to become a thriving entrepreneur. He tells his own rags-to-riches story of how he went from selling powdered milk and sleeping on friends' couches to owning his own company and becoming a multi-billion dollar success story. His unconventional yet highly effective ideas on how to build a successful business offer entrepreneurs at any stage of their careers a huge edge over their competitors. "In short, [HOW TO WIN AT THE SPORT OF BUSINESS] exceeded...expectations. Short chapters...got right to the point and were not filled with 'stuffing.'" —HUFFINGTON POST

Every year, giant pumpkin contests take place at fairs across the country—the 2012 record-holder weighed over a ton! The latest craze is to carve the most enormous pumpkins into racing boats. But what ' s next? Why not think really big? Award-winning artist Wendell Minor does just that as he imagines larger-than-life pumpkins decorating some of America ' s favorite places—as immense as the Capitol dome, Mount Rushmore, the Brooklyn Bridge, even the Grand Canyon! This celebration of famous landmarks and landscapes plays with concepts of size and scale and is full of fun facts.

Come roll with the pumpkins and their friends as they get into some spirited fun!

The Smitten Kitchen Cookbook

Nail it Then Scale it

A Day at the Pumpkin Patch

Too Many Pumpkins

Welcome to the Pumpkin Patch

4 Keys to Unlock Your Business Potential

Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company with the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In Never Lose a Customer Again, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rouge member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari!?) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

Fall has come, and what better way to celebrate than a field trip to the pumpkin patch! From 20 name tags on coats all the way down to 1 last pumpkin song, the class counts everything in sight! Follow along in this sweet, rhyming picture book, with interactive counting on each spread. Count the 8 orange pumpkins, tall, 7 yellow pumpkins, bumpy, and much more! Including autumnal illustrations and pumpkin facts, this book is perfect for the fall season and an extra fun way to teach children to count backward from twenty.

The highly anticipated cookbook from the immensely popular food blog Minimalist Baker, featuring 101 all-new simple, vegan recipes that all require 10 ingredients or less, 1 bowl or 1 pot, or 30 minutes or less to prepare Dana Shultz founded the Minimalist Baker blog in 2012 to share her passion for simple cooking and quickly gained a devoted worldwide following. Now, in this long-awaited debut cookbook, Dana shares 101 vibrant, simple recipes that are entirely plant-based, mostly gluten-free, and 100% delicious. Packed with gorgeous photography, this practical but inspiring cookbook includes:

• Recipes that each require 10 ingredients or less, can be made in one bowl, or require 30 minutes or less to prepare.

• Delicious options for hearty entrées, easy sides, nourishing breakfasts, and decadent desserts—all on the table in a snap

• Essential plant-based pantry and equipment tips

• Easy-to-follow, step-by-step recipes with standard and metric ingredient measurements

Minimalist Baker's Everyday Cooking is a totally no-fuss approach to cooking for anyone who loves delicious food that happens to be healthy too.

There are four critical areas that today's ecommerce sellers struggle with in growing their businesses - managing inventory relying on debt; understanding their financial data; and maintaining focus. Cyndi Thomason has taken the core concepts of the Profit First methodology created by Mike Michalowicz and customized them to ecommerce.

The Toilet Paper Entrepreneur

Light on Calories, Big on Flavor

Profit First

Budget Bytes

Clockwork

Profit First for Ecommerce Sellers

The Skinnytaste Cookbook

"Narrator Polly Collier is very good. Her strong, clear voice makes her sound much like a teacher, and I appreciated her explanation to young listeners that she would be reading the text portion of a picture book...It's a wonderful book, full of interesting trivia..." - AudioFile

Get the recipes everyone is talking about in the debut cookbook from the wildly popular blog, Skinnytaste. Gina Homolka is America ' s most trusted home cook when it comes to easy, flavorful recipes that are miraculously low-calorie and made from all-natural, easy-to-find ingredients. Her blog, Skinnytaste is the number one go-to site for slimmed down recipes that you ' d swear are anything but. It only takes one look to see why people go crazy for Gina ' s food: cheesy, creamy Fettuccini Alfredo with Chicken and Broccoli with only 420 calories per serving, breakfast dishes like Make-Ahead Western Omelet "Muffins" that truly fill you up until lunchtime, and sweets such as Double Chocolate Chip Walnut Cookies that are low in sugar and butter-free but still totally indulgent. The Skinnytaste Cookbook features 150 amazing recipes: 125 all-new dishes and 25 must-have favorites. As a busy mother of two, Gina started Skinnytaste when she wanted to lose a few pounds herself. She turned to Weight Watchers for help and liked the program but struggled to find enough tempting recipes to help her stay on track. Instead, she started " skinny-fying " her favorite meals so that she could eat happily while losing weight. With 100 stunning photographs and detailed nutritional information for every recipe, The Skinnytaste Cookbook is an incredible resource of fulfilling, joy-inducing meals that every home cook will love.

The biggest ingredient to success is timing, yet everyone ignores it. Surge is a step by step guide to position your business directly in front of surging customer demand. You can time the market, after all.

The debut cookbook from the Saveru blog award-winning Internet expert on making eating cheap dependably delicious As a college grad during the recent great recession, Beth Moncel found herself, like so many others, broke. Unwilling to sacrifice eating healthy and well—and armed with a degree in nutritional science—Beth began tracking her costs with obsessive precision, and soon cut her grocery bill in half. Eager to share her tips and recipes, she launched her blog, Budget Bytes. Soon the blog received millions of readers clamoring for more. Beth's eagerly awaited cookbook proves cutting back on cost does not mean cutting back on taste. Budget Bytes has more than 100 simple, healthy, and delicious recipes, including Greek Steak Tacos, Coconut Chicken Curry, Chorizo Sweet Potato Enchilada, and Teriyaki Salmon with Sriracha Mayonnaise, to name a few. It also contains expert principles for saving in the kitchen—including how to combine inexpensive ingredients with expensive to ensure that you can still have that steak you ' re craving, and information to help anyone get acquainted with his or her kitchen and get maximum use out of the freezer. Whether you ' re urban or rural, vegan or paleo, Budget Bytes is guaranteed to delight both the palate and the pocketbook.

The Rise of Tribes and the End of Normal

Pumpkin Countdown

Pinocchio, the Tale of a Puppet

Pumpkin Jack

5 Ingredients

Creating the Home You've Always Wanted

Turn Any Sale into Lifelong Loyalty in 100 Days

Baked, stewed, or mashed, pumpkins remind Rebecca Estelle of the Great Depression when that was all her family had to eat. When an enormous pumpkin falls off a truck and smashes in her yard, Rebecca Estelle devises a clever way to get rid of the unwanted crop that sprouts.

Jamie Oliver--one of the bestselling cookbook authors of all time--is back with a bang. Focusing on incredible combinations of just five ingredients, he's created 130 brand-new recipes that you can cook up at home, any day of the week. From salads, pasta, chicken, and fish to exciting ways with vegetables, rice and noodles, beef, pork, and lamb, plus a bonus chapter of sweet treats, Jamie's got all the bases covered. This is about maximum flavor with minimum fuss, lots of nutritious options, and loads of epic inspiration. This edition has been adapted for US market.

Halloween is time to pick pumpkins and carve them into pumpkin heads--jack-o'-lanterns of every shape and size! Award-winning author and artist Wendell Minor uses simple language and striking autumn settings to celebrate jack-o'-lanterns in this reissue of a Halloween classic. The perfect holiday read aloud, Pumpkin Heads takes readers and trick-or-treaters from the pumpkin patch for picking, all the way home for carving, and gets everyone in the Halloween spirit.

A fun and educational trip to the pumpkin patch-just in time to pick a pumpkin and carve a jack o'lantern! In this photographic picture book, filled with simple text and vibrant photographs, readers can join a group of young children on a trip to the pumpkin patch. Thanksgiving and Halloween are almost here, and the pumpkins in the patch are just waiting to be picked! Children will learn how pumpkins grow and what happens to them once they're taken from the patch. This fun and informative book also contains a great pumpkin seed recipe and lots of interesting pumpkin facts!

If I Can Do It, You Can Do It

Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver

Revenue Growth Engine

Marketing That Can't Be Ignored!

Fix This Next

Splat the Cat and the Pumpkin-Picking Plan

What if you could help your children learn the importance of money management while inspiring them at the same time? Now you can build this lifetime skill with your children early on. My Money Bunnies captures the innovative cash management system in Profit First, from perennially bestselling author, keynote speaker, and dad, Mike Michalowicz. Kids will love going on an adventure with Sophie, who learns how to save for her big dream, while still having funds for her daily experiences. The book concludes with Sophie's greatest lesson: The My Money Bunnies system allows her to serve others, too! My Money Bunnies will engage, entertain, and encourage children (and you!) to effectively manage money for life.

Pinocchio, The Tale of a Puppet follows the adventures of a talking wooden puppet whose nose grew longer whenever he told a lie and who wanted more than anything else to become a real boy.As carpenter Master Antonio begins to carve a block of pinewood into a leg for his table the log shouts out, "Don't strike me too hard!" Frightened by the talking log, Master Cherry does not know what to do until his neighbor Geppetto drops by looking for a piece of wood to build a marionette. Antonio gives the block to Geppetto. And thus begins the life of Pinocchio, the puppet that turns into a boy.Pinocchio, The Tale of a Puppet is a novel for children by Carlo Collodi is about the mischievous adventures of Pinocchio, an animated marionette, and his poor father and woodcarver Geppetto. It is considered a classic of children's literature and has spawned many derivative works of art. But this is not the story we've seen in film but the original version full of harrowing adventures faced by Pinnocchio. It includes 40 illustrations.

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to:

• Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you.

• Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business.

• Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making your business work for you.

NEW YORK TIMES BEST SELLER • Celebrated food blogger and best-selling cookbook author Deb Perelman knows just the thing for a Tuesday night, or your most special occasion—from salads and slaws that make perfect side dishes (or a full meal) to savory tarts and galettes; from Mushroom Bourguignon to Chocolate Hazelnut Crepe. “Innovative, creative, and effortlessly funny.” —Cooking Light Deb Perelman loves to cook. She isn’t a chef or a restaurant owner—she’s never even waited. Cooking in her tiny Manhattan kitchen was, at least at first, for special occasions—and, too often, an unnecessarily daunting venture. Deb found herself overwhelmed by the number of recipes available to her. Have you ever searched for the perfect birthday cake on Google? You’ll get more than three million results. Where do you start? What if you pick a recipe that’s downright bad? With the same warmth, candor, and can-do spirit her award-winning blog, Smitten Kitchen, is known for, here Deb presents more than 100 recipes—almost entirely new, plus a few favorites from the site—that guarantee delicious results every time. Gorgeously illustrated with hundreds of her beautiful color photographs, The Smitten Kitchen Cookbook is all about approachable, uncompromised home cooking. Here you’ll find better uses for your favorite vegetables: asparagus blanketing a pizza; ratatouille dressing up a sandwich; cauliflower masquerading as pesto. These are recipes you’ll bookmark and use so often they become your own, recipes you’ll slip to a friend who wants to impress her new in-laws, and recipes with simple ingredients that yield amazing results in a minimum amount of time. Deb tells you her favorite summer cocktail; how to lose your fear of cooking for a crowd; and the essential items you need for your own kitchen. From salads and slaws that make perfect side dishes (or a full meal) to savory tarts and galettes; from Mushroom Bourguignon to Chocolate Hazelnut Crepe Cake, Deb knows just the thing for a Tuesday night, or your most special occasion.

12 Months to \$1 Million

The I Heart Naptime Cookbook

Pumpkin Heads

How to Win at the Sport of Business

Simple Numbers, Straight Talk, Big Profits!

Pumpkinheads

My Money Bunnies: Fun Money Management For Kids

Would you like to grow revenue faster? Whether you own a company, lead a sales team, or work in marketing, we all share the same goal: revenue growth. Unfortunately, many companies are not growing as fast as they could be. You are running marketing campaigns. Your sales team is making calls. What's keeping you from growing faster? Every company has a Revenue Growth Engine. This is the sum of their sales and marketing efforts. The problem is that most engines are not firing on all cylinders. There may even be important cylinders missing. The good news is that when your Revenue Growth Engine is performing with all cylinders firing, you accelerate revenue growth! In this book, you will quickly discover which parts of your company's growth engine are not performing. You will find a big picture model for aligning marketing and sales to drive growth. Then, Darrell walks you step by step through how to improve each component of your growth engine.

The Pumpkin PlanA Simple Strategy to Grow a Remarkable Business in Any FieldPenguin

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it’s easy for entrepreneurs to get caught up in a never-ending cycle of “sell it—do it, sell it—do it” that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That’s when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don’t waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

More than 100 inspiring recipes and crafts to cook, bake, and create during that precious hour known as naptime. Every parent knows how magical naptime is-that blissful hour when the house is quiet and you actually have a few moments to yourself. Now Jamielyn Nye, founder of the popular blog IHeartNaptime.net and mother of three, is making naptime even more delicious with her highly anticipated first cookbook. With millions of visitors a month, I Heart Naptime has become a favorite online destination for readers who can't get enough of Nye's easy, kid-pleasing recipes and adorable crafts. From Fluffy Buttermilk Biscuits to BLT Salad with Homemade Buttermilk Ranch Dressing, One-Pot Cheesy Bacon and Chive Macaroni, and Cookies 'n' Cream Cupcakes, THE I HEART NAPTIME COOKBOOK features more than 100 recipes that have you covered for any meal, snack, or sweet craving-and many will even inspire your kids to help in the kitchen! In addition to recipes, Nye's charming crafts like DIY plates, napkins, and aprons transform any meal into a celebration and makes it easy to give the perfect gift, from a basket of homemade toffee to birthday cupcakes. An indispensable resource for home cooks and busy parents, THE I HEART NAPTIME COOKBOOK will make it easy to answer that age-old question, "What's for dinner?"

Transform Your Ecommerce Business from a Cash-Eating Monster to a Money-Making Machine

Over 100 Easy, Delicious Recipes to Slash Your Grocery Bill in Half: A Cookbook

Never Lose a Customer Again

Quick & Easy Food

Make the Vital Change That Will Level Up Your Business

Minimalist Baker's Everyday Cooking

How to Align Sales and Marketing to Accelerate Growth

With over 100,000 copies sold, this is one of the most popular business- and sales-boosting guides ever written. This new edition offers successful entrepreneur and speaker Bob Burg's proven relationship-building system that thousands of professionals and entrepreneurs have used to turn casual contacts into solid sales opportunities. In Endless Referrals, he shows you how to: Turn every contact into a sales opportunity o Dramatically increase your business without spending more time or money o Identify the most profitable contacts o Use six keys to remember names and faces o NEW SECTION! Network the Internet o NEW SECTION! Set up a successful home-based business o Take the intimidation out of telephoning o Overcome fear of rejection o NEW SECTIONS! Succeed in multi-level, network, and mail order marketing o Position yourself as an expert o Mark yourself for success!

Everyone wants a home that is beautiful and clutter free. But most of us are unsure how to get there without breaking the bank. Popular interior designer Shannon Acheson takes the guesswork out of creating a lovely home. Home Made Lovely is a mind-set: decorating should be about those who live there, rather than making your home into a magazine-worthy spread. Shannon walks you through how to · decorate in a way that suits your family's real life · declutter in seven simple steps · perform a house blessing to dedicate your home to God · be thankful for your current home and what you already have · brush up on hospitality with more than 20 actionable ideas that will make anyone feel welcome and loved in your home In Home Made Lovely, Shannon meets you right where you are on your home-decorating journey, helping you share the peace of Christ with family members and guests.

Join Splat the Cat in New York Times bestselling author-artist Rob Scotton's Splat the Cat and the Pumpkin-Picking Plan. Splat goes to a pumpkin patch with Seymour, and he is determined to find the biggest pumpkin ever. But when he finally does, Splat finds out the real challenge isn't the pumpkin picking—it's how to get the pumpkin home! Complete with stickers, this storybook is perfect for fans of the Splat the Cat picture book series. Young readers will love laughing along with their favorite furry cat as he thinks up the perfect plan in this hilarious new Splat the Cat adventure!

Dave Kerpen’s follow-up to his bestselling Likeable Social Media gives business owners and marketers time-tested strategies for growing revenue Likeable Business lays out the eleven strategies companies can use to leverage likeability to increase profits and spur growth. Kerpen explains how to ensure that every aspect of a business communicates transparency, accountability, responsiveness, and authenticity—which customers find more likeable than traditional marketing campaigns. Dave Kerpen is cofounder and CEO of the marketing firm Likeable Media, included in the INC 500 fastest-growing private companies in the United States for both 2011 and 2012. He is the author of the New York Times bestselling book Likeable Social Media and is a frequent keynote speaker.

Endless Referrals

Pick a Pumpkin

Network Your Everyday Contacts Into Sales

We Are All Weird

How to Pick a Winning Product, Build a Real Business, and Become a Seven-Figure Entrepreneur

Home Made Lovely

A Simple Strategy to Grow a Remarkable Business in Any Field

Based on the premise that accountants often make finance unnecessarily confusing, this no-frills guide will help small business owners see beyond the numbers and translate financial statements into tangible business success. The author shows the reader how to use key financial indicators as a basis for smart business decisions, with a focus on companies in the real world. The author's humorous and conversational tone, Crabtree explains how even the most harried business owners can use financial metrics to improve their bottom line. The author's down-to-earth discussion includes many insights: Most business owners are probably not paying themselves enough; Paying taxes can be a positive in accounting; A company-wide salary cap can help improve productivity; Numerous examples help readers see for themselves how following the author's advice will have a direct impact on their profits.

From Mike Michalowicz, the author of PROFIT FIRST, CLOCKWORK, and THE PUMPKIN PLAN, comes the ultimate diagnostic tool for every entrepreneur. The biggest problem entrepreneurs have is that they don't know what their biggest problem is. If you find yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you fix first? Every entrepreneur has a list of things to fix, but how do you address all of them at once. The result? A business that continues to go in endless circles putting out urgent fires and prioritizing the wrong things. Fortunately, Mike Michalowicz has a simple system to help you eradicate these frustrations and get your business moving forward, fast. Mike himself has lived through the struggles and countless distractions of entrepreneurship. He knows exactly where to direct attention for rapid growth. He figured out that every business has a hierarchy of needs, and if you can understand where you are in that hierarchy, you can identify what needs immediate attention. Simply fix that one thing next, and your business will naturally and effortlessly level-up. Over the past decade, Mike has developed an arsenal of tools to help entrepreneurs fix their biggest problems. Now, Fix This Next offers a simple, unique, and wildly powerful business compass that has already helped hundreds of companies get to the next level, and will do the same for you. Immediately.

"Welcome to the Pumpkin Patch" is a very "punny" story reminding us of the importance of kind words and friendship. The bright and colorful illustrations are as captivating as the directions for a fun Halloween science experiment.

World of Warcrafters, LARPers, Settlers of Catan? Weird. Bellebers, Swifties, Directioners? Weirder. Paleoos, vegans, carb loaders, ovolactovegetarians? Pretty weird. Mets fans, Yankees fans, Bears fans? Definitely weird. Face it. We're all weird. So why are companies still trying to build products for the masses? Why are we still acting like the masses even exist? Weird is the only way to survive. You have to be weird to stand out have any chance of survival. This book shows you how.

Get Different

101 Entirely Plant-based, Mostly Gluten-Free, Easy and Delicious Recipes

The Pumpkin Book

Pumpkin Pumpkin

The Pumpkin Plan

How Big Could Your Pumpkin Grow?

Author of cult classics The Pumpkin Plan and The Toilet Paper Entrepreneur offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that: · Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances. · A small, profitable business can be worth much more than a large business surviving on its top line. · Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

This is the road map to a seven-figure business . . . in one year or less The word "entrepreneur" is today's favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of so-called "easy paths to success." The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. It's no wonder why more than half of new businesses close within six years of opening, and fewer than 5 percent will ever earn more than \$1 million annually. 12 Months to \$1 Million condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this roadmap helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. This one-year plan will guide you through the three stages to your first \$1 million: • The Grind (Months 0-4): This step-by-step plan will help you identify a winning product idea, target customers that are guaranteed to buy, secure funding, and take your first sale within your first four months. • The Growth (Months 5 - 8): Once you're in business, you will discover how to use cheap and effective advertising strategies to get your product to at least 25 sales per day, so you can prove you have a profitable business. • The Gold (Months 9-12): It's time to establish series of products available for sale, until you are averaging at least 100 sales per day, getting you closer to the million-dollar mark every single day. Through his training sessions at Capitalism.com, Ryan Daniel Moran has helped new and experienced entrepreneurs launch scalable and sustainable online businesses. He's seen more than 100 entrepreneurs cross the seven-figure barrier, many of whom go on to sell their businesses. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year. If you have the guts to complete it, you will be the proud owner of a million-dollar business and be in a position to call your own shots for life.

*From Mike Michalowicz, bestselling author of Profit First, Clockwork, and Fix This Next, a practical and proven guide to standing out in a crowded market. Many business owners are frustrated because they feel invisible in a crowded marketplace. They know they are better than their competitors, but when they focus on that fact, they get little in return. That's because, to customers, better is not actually better. Different is better. And those who market differently, win. In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humor and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate? 2. Does it attract? 3. Does it direct? Get Different is a game-changer for everyone who struggles to grow because their brand, message, product or service doesn't stand out and connect with customers--the long-anticipated answer to the defining business challenge of our time.*

Why do most new businesses fail, yet a few entrepreneurs have a habit of winning over and over again? The shocking discovery of years of research and trial is that most startups fail by doing the "right things," but doing them out of order. In other words, human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail.

From Thomas Edison to Steve Jobs, the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate.