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People often act reflexively when faced with an ethical challenge. The necessity to make a fast decision leaves little time to think clearly. We get distracted by what our colleagues and others expect from us, and we make snap decisions that we regret. While most agree that outright lying, stealing, and harming are wrong, they seem to disagree about smaller compromises. This book argues that it's better and more satisfying to choose instead of react, to understand distinctions instead of guess what is

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right for us, and to remain cognizant of the impact of ethical compromise on our effectiveness at work and our personal relationships. The chapters of this book offer lessons and practical tools to help readers: 1. Develop radar to identify the situations where we are forced to make ethical compromises; 2. Understand how to use solid ethical logic and principles to foster clear thinking; 3. Draft and refine a personal code of conduct, and make it practical for everyday use; 4. Go beyond ethical basics to using your personal code as a lever for making more consistent decisions and reducing stress in work and life. Many books about ethics discuss weighty and controversial issues that few of us deal with in daily life--abortion, euthanasia, capital punishment, animal

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rights. While these books are valuable, they are not so much tools for decision making as food for thought. This book, in contrast, focuses on one of ethics' most insidious problems: our inability to make clear and consistent choices in everyday life. The practical tools and techniques in this book help readers design a set of personal standards, based on sound ethical reasoning, for reducing everyday compromises.

Harvey Mackay is a legend-and now he's back with the sum total of decades of sales know-how, teaching go-getters how to make the sale and hit the numbers, day in and day out. His advice is rooted in road-tested, real-world experiences and include new tips on the Web, LinkedIn and Facebook. As a lifelong student of the sales

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game, Mackay has spent decades collecting secrets, wisdom, and anecdotes. He features his Mackay Morals-life lessons such as:

- Big shots are just little shots who kept shooting.
- Helping someone up won't pull you down-and could very easily pull them to your side.
- Be like the turtle: If he didn't stick his neck out, he wouldn't get anywhere at all. There is no one better to show you how to be a high-energy, determined, creative sales dynamo than Harvey Mackay.

The 10th anniversary edition of the bestselling foundational business training manual for ambitious readers, featuring new concepts and mental models: updated, expanded, and revised. Many people assume they need to attend business school to learn how to build

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a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The Personal MBA 10th Anniversary Edition provides a clear overview of the essentials of every major business topic: entrepreneurship, product development, marketing, sales, negotiation, accounting, finance, productivity, communication, psychology, leadership, systems design, analysis, and operations management...all in one comprehensive volume. Inside you'll learn concepts such as: The 5 Parts of Every Business: You can understand and improve any business, large or small, by focusing on five fundamental

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topics. The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. 4 Methods to Increase Revenue: There are only four ways for a business to bring in more money. Do you know what they are? Business degrees are often a poor investment, but business skills are always useful, no matter how you acquire them. The Personal MBA will help you do great work, make good decisions, and take full advantage of your skills, abilities, and available opportunities--no matter what you do (or would like to do) for a living.

MBA Insider is a guide for helping prospective and current MBA students make the most of their MBA Experience. With expert guidance, best practices, and

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actionable recommendations, readers will walk away with the information they need to understand how to navigate their MBA experience and achieve their career goals faster. The book contains a detailed walk through of the key elements of the MBA experience, real first-person stories from 50+ MBA students and alum, and actionable recommendations on key topics ranging from academics, internship recruiting, career development, and student activities.

The fully revised new edition of the international bestseller THE 80 MINUTE MBA is your short-cut to business brilliance. A traditional MBA is for either the time-rich, very wealthy or lucky few with a generous corporate sponsor. So what happens if you want to get a

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hit of high-quality business inspiration without spending two years back at school? THE 80 MINUTE MBA is the gateway to fresh thinking, in less time than it takes a standard meeting to get past coffee and donuts. The MBA-in-a-box book is old hat. Managers need the encouragement to think differently, not in the same straight lines. THE 80 MINUTE MBA is an injection of inspiration, creative thinking and dynamic approaches which will help you see the world of business differently. Stimulating new material brings this edition right up to date with critical business thinking. Including a new chapter on the platform economy and fresh technology and social media examples this book will energize and inspire you in equal measure.



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10-10-10

The Ten-Day MBA 4th Ed.

The Portable MBA

Statistics

Winning (Enhanced Edition)

Rework

Today, the world offers us more options than ever before, but it also forces us to juggle more priorities, to make more choices, and to make them faster. The result: a crisis of doing too much, or not enough, and making our decisions based on impulse, stress or guilt. In 10-10-10 Suzy Welch offers an exciting, effective strategy that will help you make the right decision in any situation, at work or at home; with colleagues, family or

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friends. The rule is deceptively simple: when faced with a decision, consider what the consequences and outcomes of your various options would be in 10 minutes, 10 months, and 10 years. But the results are extraordinary. Using the framework of 10-10-10 will allow you to think through your decisions and to match them with the expectations and values you hold dearest. Most importantly, it allows you to chart a path in the direction you want, and to head confidently towards it with focus, balance, and joy.

Brick Road Poetry Press is committed to publishing work that appeals to a wide range of tastes. If you enjoy writing that is fast-paced, accessible, and sharply-drawn, *The Melancholy MBA* will not disappoint. The book is filled with scenes and stories from America's offices and boardrooms, those "glass-

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enclosed jungles" that shape our lives and culture.

A totally revised new edition of the bestselling guide to business school basics The bestselling book that invented the "MBA in a book" category, The Portable MBA Fifth Edition is a reliable and information-packed guide to the business school curriculum and experience. For years, professionals who need MBA-level information and insight-but don't need the hassle of business school-have turned to the Portable MBA series for the very best, most up-to-date coverage of the business basics.

This new revised and expanded edition continues that long tradition with practical, real-world business insight from faculty members from the prestigious Darden School at the University of Virginia. With 50 percent new material, including new chapters on such topics as emerging economies, enterprise

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risk management, consumer behavior, managing teams, and up-to-date career advice, this is the best Portable MBA ever. Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy. Every chapter is totally updated and seven new chapters have been added on vital business topics Includes case studies and interactive web-based examples Whether you own your own small business or work in a major corporate office, The Portable MBA gives you the comprehensive information and rich understanding of the business world that you need.

"Reilly explores the ten key strategies he utilized to manage big crews, big budgets, and big personalities on major motion

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pictures, and shows us how these strategies can be leveraged in any business for success"--Dust jacket flap.

Managing is hard. Managing for the first time is even harder. A new start-up comes on the scene filled with a team of talented people. The start-up grows, the team expands, and those early joiners all of a sudden are responsible for leading a team. Just a few years prior, these folks were barely able to figure out their own roles in their crazy, ever-changing company. Now, as managers, they are expected—often without any direction or role models—to know how to develop, coach, structure projects, review, and set expectations for a whole bunch of new, incredible people. First-timers want to quickly learn what it takes to be a successful manager—like they learned how to code, how to design, how to sell—and put those learnings into

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practice. But what does it mean to manage, and how do you teach someone to be a good manager? Enter Rachel Pacheco, an expert at helping start-ups solve their management and culture challenges. Pacheco, a former chief people officer and founding team executive at multiple start-ups, conducts research on management and works with CEOs and their managers to build the skills necessary to navigate a rapidly scaling organization. In *Bringing Up the Boss: Practical Lessons for New Managers*, Pacheco shares these skills, along with cutting-edge research, data, anecdotes, how-to exercises, and more, to help overwhelmed employees become expert managers.

Bringing Up the Boss  
MBA in a Book

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A Life-Transforming Idea

Review and Analysis of the Welches' Book

29 Leadership Secrets From Jack Welch

Judgment Call

Winning the Ten Commitments That Drive Sales

***The business titans and #1 New York Times and Wall Street Journal bestselling authors of Winning return with a modern, essential guide for everyone in business today—and tomorrow—that explores the most pressing challenges related to creating winning strategies, leading and managing others, and***

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***building a thriving career. In the decade since their blockbuster international bestseller Winning was published, Jack and Suzy Welch have dug deeper into business, traveling the world consulting to organizations of every size and in every industry, speaking before hundreds of audiences, working closely with entrepreneurs from Mumbai to Silicon Valley, and, in 2010, starting their own fully accredited online MBA program, which now has approximately 1,000 students enrolled. Over the same time frame, Jack has advised***



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***more than seventy-five companies through private equity, and dozens more in a senior advisory role at IAC. Now, Jack and Suzy Welch draw on their experiences to address the biggest problems facing modern management—and offer pragmatic solutions to overcome them. Going beyond theories, concepts, and ideologies, they tackle the real stuff of work today. When you get down to it, they argue, winning in business is all about mastering the gritty, inescapable, make-or-break, real-life dilemmas that define the new***

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***economy, the old economy, and everything in between. Work is a grind. We just got whacked. My boss is driving me nuts. I'm stuck in career purgatory. My team has lost its mojo. IT is holding us hostage. Our strategy is outdated the day we launch it. We don't know what our Chinese partners are talking about. We're just not growing. These are some of the day-to-day issues the Welches take on. Coupled with Jack's years of iconic leadership and Suzy's insights as former editor of the Harvard Business Review, their***

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***new database of knowledge infuses The Real Life MBA with fresh, relevant stories and equally powerful solutions that every manager at any level can use right now.***

***Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.***

***Learn an entire MBA course without spending thousands and waving goodbye to two years of***

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***your life. If you want to succeed in business then an MBA programme is the best way to build expertise, knowledge and experience. But an MBA programme at any top school is an enormous investment in time, effort and money. In The Visual MBA, Jason Barron offers a radical solution, explaining all key business school concepts through illustrations. When Barron started his MBA course, he decided to draw all his notes so that other people could benefit from them. And it's a good thing he did, because research***

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***shows that more than 65% of us are visual learners and that our brains process illustrations 60,000 times faster than text. From Marketing, Ethics and Accounting to Organisational Behaviour, Finance, Operations and Strategy, The Visual MBA distils the most important principles of an MBA into an accessible, informative and easily-digestible guide. Jason Barron is a product manager and illustrator who helps people realise their creative ideas through visual learning. He spent 516 hours in class***

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***and countless hours studying at home completing his MBA. Along the way, rather than taking notes that he would never read again, Jason created sketchnotes for each class and has turned them into an interesting and engaging resource so that you don't have to sit through another class again! Forget the 10,000 hour rule— what if it's possible to learn the basics of any new skill in 20 hours or less? Take a moment to consider how many things you want to learn to do. What's on your list? What's holding you back***

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***from getting started? Are you worried about the time and effort it takes to acquire new skills—time you don't have and effort you can't spare? Research suggests it takes 10,000 hours to develop a new skill. In this nonstop world when will you ever find that much time and energy? To make matters worse, the early hours of practicing something new are always the most frustrating. That's why it's difficult to learn how to speak a new language, play an instrument, hit a golf ball, or shoot great***

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***photos. It's so much easier to watch TV or surf the web . . . In The First 20 Hours, Josh Kaufman offers a systematic approach to rapid skill acquisition— how to learn any new skill as quickly as possible. His method shows you how to deconstruct complex skills, maximize productive practice, and remove common learning barriers. By completing just 20 hours of focused, deliberate practice you'll go from knowing absolutely nothing to performing noticeably well. Kaufman personally field-tested the methods in this***



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***book. You'll have a front row seat as he develops a personal yoga practice, writes his own web-based computer programs, teaches himself to touch type on a nonstandard keyboard, explores the oldest and most complex board game in history, picks up the ukulele, and learns how to windsurf. Here are a few of the simple techniques he teaches: Define your target performance level: Figure out what your desired level of skill looks like, what you're trying to achieve, and what you'll be able to do when you're done. The more***

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***specific, the better. Deconstruct the skill: Most of the things we think of as skills are actually bundles of smaller subskills. If you break down the subcomponents, it's easier to figure out which ones are most important and practice those first. Eliminate barriers to practice: Removing common distractions and unnecessary effort makes it much easier to sit down and focus on deliberate practice. Create fast feedback loops: Getting accurate, real-time information about how well you're performing during practice makes it much***

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***easier to improve. Whether you want to paint a portrait, launch a start-up, fly an airplane, or juggle flaming chainsaws, The First 20 Hours will help you pick up the basics of any skill in record time . . . and have more fun along the way.***

***The Real-Life MBAYour No-BS Guide to Winning the Game, Building a Team, and Growing Your CareerHarperCollins***

***MBA Fundamentals***

***The True Story of a Made-Up Thing***

***Ask a Manager***

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## ***Straight from the Gut***

### ***A Memoir***

## ***Your No-BS Guide to Winning the Game, Building a Team, and Growing Your Career MBA Insider***

Proven leadership lessons from the author of the international bestseller The Welch Way Techniques Jack Welch used to create great leaders and drive unprecedented financial performance Jack Welch and GE used the celebrated 4e model to measure leadership

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potential and enhance profitability at every level of the organization. Jack Welch and the 4 E's of Leadership delivers a thought-provoking and in-depth analysis of this signature model. Pragmatic and handson, it explains how the model helped Welch to consistently spot 4e leaders--individuals with energy, the ability to inspire others, and the talent to consistently make the difficult decisions and meet financial goals. Jack Welch and the 4 E's of

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Leadership reveals how the 4e model helped GE's best and brightest eliminate bureaucracy, hire and promote energetic people, find new ways to increase the organization's customer-centricity, and more. Beyond the nuts and bolts of the 4e model, however, it outlines a step-by-step blueprint anyone can follow to stock an organization with performance-ready leaders and leaders-in-training. Examples include: How to recognize and

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encourage each of the 4e's--Energy, Energizers, Edge, and Execute Leadership theories of Drucker, Senge, and others, and how they support and validate Welch's 4e model Seven rules for successfully driving change, and leveraging it to gain long-term competitive advantage Leadership lessons of the 4e all-star executive team Valuable implementation insights on virtually every page, along with a "4e leader to-do" list Jack Welch is

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universally recognized as the greatest CEO of his era. In Jack Welch and the 4 E's of Leadership, bestselling author Jeffrey A. Krames examines Welch's seminal 4e leadership model and provides a penetrating and uncompromising look at how to recognize and develop authentic leaders.

Practical ideas from the best brains in Business A sharp, jargon-free guide to the core curriculum of an MBA program, MBA in a Book shows how to master the



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big ideas of business and use them in a practical way to build and enhance career success. "In the world of business, ideas matter. . . . Some of the sharpest minds in the business world give perceptive looks into innovation, marketing, finance, strategy, and leadership, providing stimulating, useful perspectives on these core topics." —Larry Bossidy, retired chairman and CEO of Honeywell International and coauthor of

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Execution: The Discipline of Getting Things Done Great business thinkers such as Michael Porter, Rosabeth Kanter, and Bill George of Harvard Business School; Paul Argenti of the Tuck School at Dartmouth; Jeffrey Sonnenfeld of Yale; Peter Senge of MIT; the entrepreneur and inventor Dean Kamen; and the financial innovator Michael Milken are just a few of the best brains in business, providing the intellectual nourishment that will help

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you play the game of business at the highest level.

The must-read summary of Jack Welch and Suzy Welch's book: "The Real-Life MBA: Your No-BS Guide to Winning the Game, Building a Team and Growing Your Career". This complete summary of the ideas from Jack Welch and Suzy Welch's book "The Real-Life MBA" shows that in business nowadays it isn't enough to have a purely theoretical or conventional MBA; you need a Real-Life

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MBA. You need to have real-life experience to understand how best to manage and grow your career. The authors focus on the three competencies that you should master; you have to know the game so that you can win it, form a great team through strong leadership and know how to manage your career. By mastering these competencies, you will be able to take charge of your own career path and achieve the success you want. This

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summary tells you all you need to know to earn your own Real-Life MBA and watch your career flourish. Added-value of this summary: • Save time •

Understand the key concepts • Increase your business knowledge To learn more, read "The Real-Life MBA" and master the competencies they didn't teach at school!

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty,

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practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to

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have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party

Praise for Ask a Manager "A must-read

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for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers'



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lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford

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professor and author of The No Asshole Rule and The Asshole Survival Guide

"Ask a Manager is the ultimate playbook for navigating the traditional

workforce in a diplomatic but firm way."—Erin Lowry, author of Broke

Millennial: Stop Scraping By and Get Your Financial Life Together

An illustrated "instant MBA" degree presented in an engaging, sketch notes-style that that covers all the main concepts taught in a traditional

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business school program--at a fraction  
of the cost.

Summary: The Real-Life MBA

The Personal MBA 10th Anniversary  
Edition

Mastering Business with Attitude

Ethics for the Real World

How to Learn Anything . . . Fast!

A Step-By-step Guide To Mastering The  
Skills Taught In America's Top Business  
Schools

A World-class Business Education in a

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The all-inclusive guide to exceptional project management The Fast Forward MBA in Project Management is the comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you answers you need now. You'll find the cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-

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after skills and the pitfalls you should watch out for. This new fifth edition features new case studies, new information on engaging stakeholders, change management, new guidance on using Agile techniques, and new content that integrates current events and trends in the project management sphere. Project management is a complex role, with seemingly conflicting demands that must be coordinated into a single, overarching, executable strategy — all within certain time, resource, and budget constraints. This book shows you how to get it all together and get it done, with expert guidance every step of the way. Navigate complex

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management issues effectively Master key concepts and real-world applications Learn from case studies of today's leading experts Keep your project on track, on time, and on budget From finding the right sponsor to clarifying objectives to setting a realistic schedule and budget projection, all across different departments, executive levels, or technical domains, project management incorporates a wide range of competencies. The Fast Forward MBA in Project Management shows you what you need to know, the best way to do it, and what to watch out for along the way. The founders of the Jack Welch Management

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Institute, a fully accredited online MBA program, present a guide to overcoming modern business challenges, with recommendations for creating effective strategies, leading others, and building a thriving career.

In MBA Fundamentals in Statistics, readers learn to decipher and critically examine the information that is presented to them on a daily basis through polls, surveys, scientific studies, and more.

Through real-life situations and simple exercises, anyone can learn to be a critical consumer of information and to make better business decisions. A must-have guide for writing at work, with

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practical applications for getting your point across quickly, coherently, and efficiently. A winning combination of how-to guide and reference work, *The Only Business Writing Book You ' ll Ever Need* addresses a wide-ranging spectrum of business communication with its straightforward seven-step method. Designed to save time and boost confidence, these easy-to-follow steps will teach you how to make clear requests, write for your reader, start strong and specific, and fix your mistakes. With a helpful checklist to keep you on track, you ' ll learn to promote yourself and your ideas clearly and concisely, whether putting



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together a persuasive project proposal or dealing with daily email. Laura Brown ' s supportive, no-nonsense approach to business writing is thoughtfully adapted to the increasingly digital corporate landscape. Complete with insightful sidebars from experts in various fields and easy-to-use resources on style, grammar, and punctuation, this book offers essential tools for success in the rapidly changing world of business communication. We all negotiate on a daily basis. We negotiate with our spouses, children, parents, and friends. We negotiate when we rent an apartment, buy a car, purchase a house, and apply for a job. Your ability

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to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers, and other stakeholders. Contracting capability—the ability to negotiate and perform successful contracts—is the most important function in any organization. This book is designed to help you achieve success in your personal

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negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of “ decision trees, ” which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your

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negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus

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narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process

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is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract ' s legal content should reflect the realities of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor

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summarized negotiation as follows: “ Life is negotiation! ” No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator.

How to Make the Most of Your MBA Experience  
A Step-By-Step Guide To Mastering The Skills  
Taught In America's Top Business Schools  
The No-Nonsense Guide to Winning the Game,

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Building a Team and Growing Your Career

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

The Real-Life MBA: The no-nonsense guide to winning the game, building a team and growing your career

The Fast Forward MBA in Project Management

The Mackay MBA of Selling in the Real World

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**return, nearly a decade after**

**publishing their international**

**bestseller, Winning, to tackle the most**



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**pressing business challenges in the modern world. From creating winning strategies to leading and managing others The Real Life MBA acts as an essential guide for every person in business today - and tomorrow.**

**Twenty nine essential leadership tenets for harnessing change, improving quality and creating a learning culture.**

**In an anticipated book on business management for our time, Jack Welch**

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surveys the landscape of his career running General Electric, one of the world's largest and most successful corporations. Here he reveals his philosophy and management style.

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**Bennis, and Bill George give you a box full of ideas and tools that can boost your career and help you add value to your organization. For example:**

- Why finance is not just about manipulating numbers but of immense importance in sustaining growth, building widespread wealth, and creating jobs.
- The profit zone and how to tell if a business is in one.
- The skill of turning an idea or invention into a product that solves a problem for a market.
- Merging the

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need of business to produce and grow with the environment so they are both sustained. • The latest thinking in marketing about branding, pricing, reversing a product's life cycle, and turning what has become a commodity into a specialty. • And much more.

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**Elizabeth I, Henry Kissinger, Louis XIV  
and Machiavelli learnt the hard way.**

**Law 1: Never outshine the master Law 2:  
Never put too much trust in friends;  
learn how to use enemies Law 3: Conceal  
your intentions Law 4: Always say less  
than necessary. The text is bold and  
elegant, laid out in black and red  
throughout and replete with fables and  
unique word sculptures. The 48 laws are  
illustrated through the tactics,  
triumphs and failures of great figures**

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from the past who have wielded - or  
been victimised by - power.

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(From the Playboy interview with Jay-Z,  
April 2003) PLAYBOY: Rap careers are  
usually over fast: one or two hits,  
then styles change and a new guy comes  
along. Why have you endured while other  
rappers haven't? JAY-Z: I would say  
that it's from still being able to  
relate to people. It's natural to lose  
yourself when you have success, to

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start surrounding yourself with fake people. In The 48 Laws of Power, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.

### The Visual MBA

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***unforgettable memoir about a young woman who, kept out of school, leaves her survivalist family and goes on to earn a PhD from Cambridge University “Extraordinary . . . an act of courage and self-invention.”—The New York Times NAMED ONE OF THE TEN BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW • ONE OF PRESIDENT BARACK OBAMA’S FAVORITE BOOKS OF THE YEAR • BILL GATES’S HOLIDAY READING LIST • FINALIST: National Book Critics Circle’s Award In Autobiography and John Leonard Prize For Best First Book • PEN/Jean Stein Book Award • Los Angeles Times Book Prize Born to***

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***survivalists in the mountains of Idaho, Tara Westover was seventeen the first time she set foot in a classroom. Her family was so isolated from mainstream society that there was no one to ensure the children received an education, and no one to intervene when one of Tara's older brothers became violent. When another brother got himself into college, Tara decided to try a new kind of life. Her quest for knowledge transformed her, taking her over oceans and across continents, to Harvard and to Cambridge University. Only then would she wonder if she'd traveled too far, if there was still a way home. "Beautiful and propulsive . . . Despite the***

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***singularity of [Westover's] childhood, the questions her book poses are universal: How much of ourselves should we give to those we love? And how much must we betray them to grow up?"—Vogue NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Washington Post • O: The Oprah Magazine • Time • NPR • Good Morning America • San Francisco Chronicle • The Guardian • The Economist • Financial Times • Newsday • New York Post • theSkimm • Refinery29 • Bloomberg • Self • Real Simple • Town & Country • Bustle • Paste • Publishers Weekly • Library Journal • LibraryReads • Book Riot • Pamela Paul, KQED • New York Public***

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**Library**

***A champion manager of people, Jack Welch shares the hard-earned wisdom of a storied career in what will become the ultimate business bible With Winning, Jack Welch delivers a wide-ranging, in-depth, no-holds-barred management guidebook about the tough strategic, organizational, and personal challenges that face people at every stage of their careers. Loaded with candid personal anecdotes, hard-hitting advice, and invaluable dos and don'ts, Jack explains his theory of business, by laying out the four most important principles that form the foundation of his***

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**success. Chapters include: How to Get Promoted, How to Think about Strategy, How to Write a Budget that Works, How to Work for a Jerk, How Find Work-Life Balance and How Start Something New. Enlivened by quotes from business leaders that Welch interviewed especially for the book, it's a tour de force that reflects Welch's mastery of execution, excellence and leadership.**

**The co-host of the popular NPR podcast Planet Money provides a well-researched, entertaining, somewhat irreverent look at how money is a made-up thing that has evolved over time to suit humanity's changing needs. Money only works**

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***because we all agree to believe in it. In Money, Jacob Goldstein shows how money is a useful fiction that has shaped societies for thousands of years, from the rise of coins in ancient Greece to the first stock market in Amsterdam to the emergence of shadow banking in the 21st century. At the heart of the story are the fringe thinkers and world leaders who reimagined money. Kublai Khan, the Mongol emperor, created paper money backed by nothing, centuries before it appeared in the west. John Law, a professional gambler and convicted murderer, brought modern money to France (and destroyed the country's economy). The***

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***cypherpunks, a group of radical libertarian computer programmers, paved the way for bitcoin. One thing they all realized: what counts as money (and what doesn't) is the result of choices we make, and those choices have a profound effect on who gets more stuff and who gets less, who gets to take risks when times are good, and who gets screwed when things go bad. Lively, accessible, and full of interesting details (like the 43-pound copper coins that 17th-century Swedes carried strapped to their backs), Money is the story of the choices that gave us money as we know it today. Are you 100% satisfied with your job? Could you***

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***be more successful? Is your business number one? HARD KNOCKS MBA CAN HELP..."The proven sales and marketing techniques presented by David Miller in this book will be extremely helpful for both new entrepreneurs or those seeking exciting new growth in their business." Ron Hoffman, Former Fortune 500 CEO, Dover Corporation Your Complete Source For Surviving Entrepreneurship In Hard Knocks MBA, author David W. Miller II presents a fascinating and compelling true story of his rise from a single-parent up bringing in a duplex on the other side of town to being worth millions and then losing it all at the tender age of 40.***



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**Miller sharesthe things that made him RICH,  
thethings that made him BANKRUPT, and the  
LESSONS learned along theway. This book is his  
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**Jack**

***Negotiating for Success: Essential Strategies  
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This accessible, step-by-step guide to mastering the skills taught in America's top business schools has been a backlist perennial since publication. It dispenses MBA skills at one percent of the cost, in all the major topics taught at America's "top ten" business schools. MBA applicants and students use it to prepare for entrance interviews and tests; businesspeople, lawyers, and doctors use it to gain the MBA advantage without the time or the

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expense. This revised edition includes updated sales, salary, and company information throughout. It also discusses areas such as the Internet, game theory, activity-based accounting, and advances in information technology. For the 300,000 budding MBAs annually and for anyone else who wants to "walk the walk and talk the talk" of the MBA, this is the ultimate MBA book of knowledge.

Revised and updated to answer the

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challenges of a rapidly changing business world, the 4th edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, from corporate ethics and compliance to financial planning and real estate to leadership and negotiation. With more than 400,000 copies sold around the world, this internationally acclaimed guide distills the lessons of the most popular business school courses taught

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at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Author Steven A. Silbiger delivers research straight from the notes of real MBA students attending these top programs today—giving you the tools you need to get ahead in business and in life.

“Always be closing!” —Glengarry Glen Ross, 1992 “Never Be Closing!” —a sales book title, 2014 “?????” —salespeople

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everywhere, 2017 For decades, sales managers, coaches, and authors talked about closing as the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the “take delivery” close to the “now or never” close. But these tactics often alienated customers, leading to fads for the “soft” close or even abandoning the idea of closing altogether. It sounded great in theory, but the results were often mixed or

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poor. That left a generation of salespeople wondering how they should think about closing, and what strategies would lead to the best possible outcomes. Anthony Iannarino has a different approach geared to the new technological and social realities of our time. In *The Lost Art of Closing*, he proves that the final commitment can actually be one of the easiest parts of the sales process—if you've set it up properly with other

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commitments that have to happen long before the close. The key is to lead customers through a series of necessary steps designed to prevent a purchase stall. Iannarino addressed this in a chapter of *The Only Sales Guide You'll Ever Need*—which he thought would be his only book about selling. But he discovered so much hunger for guidance about closing that he's back with a new book full of proven tactics and useful examples. *The Lost Art of Closing* will



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help you win customer commitment at ten essential points along the purchase journey. For instance, you'll discover how to:

- Compete on value, not price, by securing a Commitment to Invest early in the process.
- Ask for a Commitment to Build Consensus within the client's organization, ensuring that your solution has early buy-in from all stakeholders.
- Prevent the possibility of the sale falling through at the last minute by proactively

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securing a Commitment to Resolve Concerns. The Lost Art of Closing will forever change the way you think about closing, and your clients will appreciate your ability to help them achieve real change and real results.\ In MBA in Action you will discover how MBA models can help you to a clearer understanding of the business issues you face. You can use them to analyse the structures and data you already have to refine your business strategy.

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They are not simply classroom exercises, MBA models really work if you know how to apply them in the real world! In this book you will also find lessons from real business situations - turnarounds, cash problems, development, buying, selling, merging, and closing companies - and each situation is illuminated by an MBA model. Essential reading for anyone considering - or already doing - an MBA and to the general business community

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and business students. MBA in Action aims to demystify MBA jargon and inject some humour into business life. Through MBA in Action you will benefit from John's insight into a practitioner's experience of running different businesses for over 30 years, thus providing business education, MBA education and, importantly, knowledge of how to apply this theory in the real world.

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