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The End Of Your Roll

*“Zig zag” your way to  
success! The Zig-Zag*

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*Principle presents a proven method for achieving business goals by “zig-zagging”—making flexibility, bootstrapping, and the creation of multiple*

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*opportunities central to overall strategy. Because it's better to be prepared for the inevitable bumps in the road than surprised by them. The Zig-Zag Principle walks you*

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*through the process of establishing an achievable objective—working into the process room for the extra resources, time, and emotional latitude it will truly take to achieve the*

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*goal. Rich Christiansen  
has started up and  
launched several  
technology-oriented  
companies, including  
Tornado Solutions, Know  
More Media, Cyclone*

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*Trading Company, and  
MortgageSaver101.*

*From the acclaimed  
historian and New Yorker  
writer comes this urgent  
manifesto on the dilemma  
of nationalism and the*

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*erosion of liberalism in  
the twenty-first century.  
At a time of much despair  
over the future of liberal  
democracy, Jill Lepore  
makes a stirring case for  
the nation in This*



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America, a follow-up to  
her much-celebrated

history of the United

States, These Truths. With

dangerous forms of

nationalism on the rise,

Lepore, a Harvard

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*historian and New Yorker staff writer, repudiates nationalism here by explaining its long history—and the history of the idea of the nation itself—while calling for a*

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*"new Americanism": a generous patriotism that requires an honest reckoning with America's past. Lepore begins her argument with a primer on the origins of nations,*

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*explaining how liberalism, the nation-state, and liberal nationalism, developed together. Illiberal nationalism, however, emerged in the United States after the*

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*Civil War—resulting in the failure of Reconstruction, the rise of Jim Crow, and the restriction of immigration. Much of American history, Lepore argues, has been a battle*

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*between these two forms of nationalism, liberal and illiberal, all the way down to the nation's latest, bitter struggles over immigration. Defending liberalism, as*

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*This America demonstrates,  
requires making the case  
for the nation. But  
American historians  
largely abandoned that  
defense in the 1960s when  
they stopped writing*

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*national history. By the  
1980s they'd stopped  
studying the nation-state  
altogether and embraced  
globalism instead. "When  
serious historians abandon  
the study of the nation,"*



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*Lepore tellingly writes,  
"nationalism doesn't die.  
Instead, it eats  
liberalism." But  
liberalism is still in  
there, Lepore affirms, and  
This America is an attempt*

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*to pull it out. "In a world made up of nations, there is no more powerful way to fight the forces of prejudice, intolerance, and injustice than by a dedication to equality,*

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*citizenship, and equal rights, as guaranteed by a nation of laws." A manifesto for a better nation, and a call for a "new Americanism," This America reclaims the*

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*nation's future by  
reclaiming its past.*

*In this book, we have hand-  
picked the most  
sophisticated,  
unanticipated, absorbing  
(if not at times*

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*crackpot!*), original and  
musing book reviews of  
"The Toilet Paper

*Entrepreneur: The tell-it-  
like-it-is guide to  
cleaning up in business,  
even if you are at the end*

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*of your roll.."* Don't say  
we didn't warn you: these  
reviews are known to shock  
with their  
unconventionality or  
intimacy. Some may be  
startled by their biting

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*sincerity; others may be  
spellbound by their  
unbridled flights of  
fantasy. Don't buy this  
book if: 1. You don't have  
nerves of steel. 2. You  
expect to get pregnant in*

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*the next five minutes. 3.*

*You've heard it all.  
It's time to level the playing field! You are accustomed to being the first—the first to go to college, the first to*



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*start a business. You often enter rooms where no one else looks like you. You're a trailblazer on a mission to create a new legacy for your family. And yet, despite your*

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*success, you still work  
too hard for too little  
cash. In Profit First for  
Minority Business  
Enterprises, Susanne  
Mariga, CPA, shows you how  
to implement the proven*

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*Profit First cash management system that has lifted thousands of entrepreneurs out of the struggle and into success. This book is designed to give you the mentorship*

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*you need to scale smart into an independent, seven-figure, minority business enterprise. In this book, you'll learn: How to apply Profit First to improve cash flow, reduce debt,*

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and grow profit Strategies  
Business Even If You Are At  
for revenue generation,  
The End Of Your Roll  
target pricing, and margin  
maximization Expense  
prioritization techniques  
Power alignment and team  
building tools Secrets of-

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and common illusions about-  
successful government  
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contracting Tax strategies  
designed to build  
generational wealth while  
maximizing business  
profitability How to make

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*an impact in your industry when no one else looks like you We have committed a percentage of the proceeds from this book to send girls to school in Zimbabwe. So, when you*

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purchase Profit First for  
Minority Business  
Enterprises, you

contribute to an education  
that will alter the life  
of a Zimbabwean girl. By  
allowing young women to



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*receive an education, not only do you alter their future, but you pivot the future of their offspring for generations to come. Thank you for being part of our mission of changing*

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*Extreme Entrepreneurship  
How I Built a \$100 Million  
Business Against the Odds  
Create and Orchestrate  
100 Statements about the  
Toilet Paper Entrepreneur*

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That Almost Killed My  
Business Even If You Are At  
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Transform Your

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

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Is Guide To Cleaning Up In  
*from a Cash-Eating Monster  
to a Money-Making Machine  
Clockwork*

***Education plus  
experience once  
guaranteed a successful  
career, but no more!***

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***Today, success depends  
on your ability to  
adapt. You must be  
agile, willing to adjust  
your professional  
expectations, and able  
to respond quickly to***

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***opportunities and threats.”br> In Think Like an Entrepreneur, Act Like a CEO you will learn practical ways to handle vexing workplace challenges. Each chapter***

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***uses true stories to illustrate the answers to common questions, including: How to leave your old job smoothly and start your new one with confidence and***

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***flair. How to gracefully accept praise for your work. How to recover from stress, setbacks, or the upheaval of a major project. How to stay steady in the midst***



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***of endless change. It's not enough to know how to manage common work-life challenges; you must also deal with the uncommon ones. Think Like an Entrepreneur,***

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***Act Like a CEO gives you  
proven, easy, go-to  
techniques for handling  
even the biggest career  
surprises, one step at a  
time.***

***Do you worry that your***

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***business will collapse  
without your constant  
presence? Are you  
sacrificing your family,  
friendships, and freedom  
to keep your business  
alive? What if instead***

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***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***

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***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***

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***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***

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***continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-***

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***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***



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***business ultra-efficient. Among other powerful strategies, you will discover how to:***

- Make your employees act like owners: Free yourself from***

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***micromanaging by using a simple technique to empower your people to make smart decisions without you. • Pinpoint your business's most important function:***

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***Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business. • Know what to***

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***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***

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***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***

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***been overworked and overstressed for years, Clockwork is your path to finally making your business work for you. When Marcus Whitney moved to Nashville in***

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***2000, he was a college dropout with a one-year-old and a baby on the way. He waited tables and lived in a week-to-week efficiency hotel. From the outside, Marcus***

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***looked like the furthest thing from a budding entrepreneur. But inside, he knew entrepreneurship was his path to a better life. Two decades later,***



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***Marcus has founded two innovative companies in the healthcare space, exited a tech marketing company, and co-owns Nashville's new Major League Soccer team. In***

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***Create and Orchestrate, Marcus walks you through his unlikely journey from waiting tables to building companies. He demystifies much of what keeps people from***

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***pursuing entrepreneurship and explains why it's the only vocation that allows you to control your time by using your creativity. When you***

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***control your time, you  
can claim your full  
power by matching up  
what you're great at  
with the problems you  
see in the world. The  
world needs more***

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**entrepreneurs who can  
offer fresh solutions.  
Create and orchestrate  
will give you the  
confidence to say: Why  
not me?  
An incendiary**

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***examination of burnout  
in millennials--the  
cultural shifts that got  
us here, the pressures  
that sustain it, and the  
need for drastic change  
Profit First for***

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**Contractors**  
**The Pumpkin Plan**  
**Clockwork, Revised and**  
**Expanded**  
**Marketing That Can't Be**  
**Ignored!**  
**Inspiring Life and**

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Entrepreneurs and  
Startups around the  
World***

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Guide to Cleaning Up in  
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## ***The Soul of Enterprise***

*A must-read guide for  
small business owners  
navigating a critical  
turning point: when you*

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*either level up or give  
up. It's never been easier  
to start a business--and  
it's never been harder to  
scale it. Half of new  
businesses in America  
don't make it past five*

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*years. Stacey Abrams and Lara Hodgson want to help today's entrepreneurs beat the odds by revealing the unseen tethers that keep small businesses from growing and thriving.*

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Drawing on firsthand  
Business Even If You Are At  
experience starting and  
The End Of Your Roll  
scaling multiple companies  
over nearly two decades,  
Now® cofounders Abrams and  
Hodgson crystallize their  
hard-won advice into a

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*single how-to, got-to guide for small business owners. In Level Up, they share intense behind-the-scenes stories of building their own businesses, as well as actionable, get-it-*

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*done principles for founders looking to propel their ventures forward.*

*This is straight talk from the trenches on real issues like hiring, identifying a revenue*

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*strategy, recognizing when growth is a trap, and managing cash flow, from a duo that's been there. Abrams and Hodgson also elevate and share the experiences of other*

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*successful founders  
including, Jules Pieri of  
The Grommet, Alisa Clark  
of Glory Professional  
Services, and Sheila  
Jordan of Knowledge  
Architects. New businesses*



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*started by entrepreneurs drive net new job growth. Yet, for the last four decades, startups have increasingly struggled to overcome a system of red tape and barriers to*

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*capital and commerce. As a new generation of founders launches a flurry of firms in the wake of the pandemic recession, Abrams and Hodgson offer key insights and support to*

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help entrepreneurs break free and get to the next level.

**IF YOU ARE SELLING  
BUSINESS-TO-BUSINESS THIS  
BOOK IS FOR YOU! Business-  
to-business marketing is**

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*completely different than consumer based marketing. Relationships need to be established, nurtured, maintained, and matured. It takes longer to engage because profits and jobs*

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are on the line. TOILET  
Business Even If You Are At  
PAPER MATH is a metaphor  
The End Of Your Roll  
about how companies try to  
packagemarketing in a way  
that makes you think you  
are getting more than  
youare paying for. It can

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*be presented in a way that  
can make your ROI  
look successful on paper,  
but masks the truth with  
actual sales. This book  
explores what you need to  
know about really becoming*

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*successful with online marketing and how it can provide measureable results. The end goal should always be measured by bigger and better sales. This book explains*

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the 'WHY' and builds on proven Relationship Marketing tools and techniques outlined in the 'How-To' book "THE BACON SYSTEM". "In Toilet Paper Math, Brian



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*identifies a slew of B2B marketing challenges.*

*Oddsare, you will find some of them disappointingly familiar, but not to worry.*

*Theauthor then applies a*

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*masterful use of metaphors and storytelling to teach you aspecific and detailed process that will chart the course for your company to thrivein its space. I recommend that*

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*your entire leadership team reads this book for an eye-opening discovery of your organization's greatest potential within its market." - - Marla Tabaka - The*

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*Entrepreneur's Success*

*Coach & Inc.com. Author*

*The End Of Your Roll*

*The world's economy has  
been transformed from a  
twentieth-century  
materials-based economy to  
the Age of the Knowledge-*

Access Free The Toilet Paper Entrepreneur The Tell It Like It Is Guide To Cleaning Up In Based Economy - and the currency of this realm is ideas, imagination, creativity, and knowledge. According The World Bank, 80% of the developed world's wealth now resides

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*in human capital. Perhaps President Ronald Reagan said it best in his address to Moscow State University on May 31, 1988: "Like a chrysalis, we're emerging from the*

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*economy of the Industrial Revolution - an economy confined and limited by the Earth's physical resources - into, as one economist titled his book, "the economy in mind," in*

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*which there are no bounds on human imagination and the freedom to create is the most precious natural resource." Written by Ronald Baker and Ed Kless, hosts of The Soul of*



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popular radio show on  
*Voice America's Business  
Channel, The Soul of  
Enterprise: Dialogues on  
Business in the Knowledge*

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*Economy sounds the clarion call that organizations can no longer ignore this seismic shift that has occurred in the economy since 1959. The Soul of Enterprise introduces the*

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*three components of Intellectual Capital - human capital, social capital, and structural capital - and how to leverage them to create wealth in today's economy,*

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*by revealing: The physical  
fallacy - why wealth no  
longer consists of  
tangible things, but of  
ideas, imagination and  
knowledge from human minds  
The best learning tool*

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ever invented: After  
Action Reviews Why  
Frederick Taylor and the  
Scientific Management  
movement was a fraud and  
the wrong focus for  
knowledge workers The fact

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*that effectiveness always  
and everywhere trumps  
efficiency The First Law  
of Pricing: All value is  
subjective The Second Law  
of Pricing: All prices are  
contextual The Morality of*

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*Markets: Doing well and  
doing good Why your  
organization - and you -  
need to be driven by a  
higher purpose than profit  
The Soul of Enterprise  
will inspire and challenge*

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*readers to unlock the enormous financial and competitive power hidden in the intellectual capital of their organizations and knowledge workers."*



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Is Guide To Cleaning Up In  
Author of cult classics

The Pumpkin Plan and The

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offers a simple,

counterintuitive cash

management solution that

will help small businesses

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*break out of the doom  
spiral and achieve instant  
profitability.*

*Conventional accounting  
uses the logical (albeit,  
flawed) formula: Sales -  
Expenses = Profit. The*

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*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*

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*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*

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*first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows.*

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*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*

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*sense of humor,  
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Bestselling author, speaker, and founder of the Secret Keeper Girl conferences, Dannah Gresh shares with moms the secret to helping today ' s girls grow up confident, grace-filled, and strong in their faith.

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Studies show that the foundation for an emotionally healthy teen girl is built between the ages of 8-12 and that a good relationship with mom is one of the most important factors. So when the world wants girls to grow up too fast, how does a mother help her

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young daughter navigate the stormy waters of boy-craziness, modesty and body image, media, Internet safety, and more? With a warm, transparent style, Dannah Gresh shares six ways a mom can help protect and guide her daughter, including: help her

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celebrate her body in a healthy way  
unbrand her when the world tries to  
buy and sell her unplug her from a  
plugged-in world dream with her  
about her prince, and more This  
wonderful resource also provides  
moms a Connection IQ Inventory to

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test their mom- daughter relationship,  
creative and fun activities to do  
together, and Scriptures for the mom  
to pray for her daughter.

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contains true stories of people making their startups work in some of the most challenging contexts. Written by an award-winning professor at a top-ranked entrepreneurship school based on his interviews with startup founders in some of the more than

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120 countries he has visited, there are no Silicon Valley stories of free office perks here. Instead, you can expect to find uniquely inspiring stories and universal lessons about life and business from interesting people and places around the world. This book

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will provide you with: (1) life and business tips and inspiration, provided from a fresh perspective; (2) immediately actionable ideas, including intriguing ways of overcoming obstacles related to food, water, education, energy, the



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environment, employment, travel, startups, entrepreneurship, meeting people, and more; (3) insight into the mindsets of people who see and create opportunities and successfully execute to make the most of those opportunities; and (4) interesting

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This. Please read and enjoy!

Why are some companies able to generate committed, long-term customers while others struggle to stay afloat? Why do the employees of some organizations fully dedicate themselves while others punch the

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clock without enthusiasm? By studying the ins and outs of companies that enjoy extraordinary loyalty from customers and employees, John Jantsch reveals the systematic path to discovering and generating genuine commitment.

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Jantsch's approach is built on three foundational planks, which he calls the clarity path, the culture patron, and the customer promise. He draws on his own experiences and shares true stories from businesses like Threadless, Evernote, and Warby

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Parker. His strategies include these:  
Build your company around a purpose. People commit to companies and stories that have a simple, straightforward purpose. Understand that culture equals brand. Build your business as a brand that



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employees and customers will support. Lead by telling great stories. You can't attract the right people or get them to commit without telling a story about why you do what you do. Treat your staff as your customer. A healthy customer community is the

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natural result of a healthy internal culture. Serve customers you respect. It's hard to have an authentic relationship with people you don't know, like, or trust. As Jantsch says, "Have you ever encountered a business where everything felt

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effortless? The experience was perfect, and the products, people, and brand worked together gracefully. You made an odd request; it was greeted with a smile. You went to try a new feature; it was right where it should be. You walked in, sat down, and felt right at

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home. . . . Businesses that run so smoothly as to seem self-managed aren't normal. In fact, they are terribly counterintuitive, but terribly simple as it turns out." As a follow-up to The Referral Engine, this is about more than just establishing leads- it's about

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building a fully alive business that  
attracts customers for life.

Susan Cain's breakout bestseller Quiet  
has brought introversion to the  
forefront of popular discussion. Yet  
despite the increased awareness, and  
the high-profile success of introvert

entrepreneurs such as Bill Gates, Steve Jobs, Mark Zuckerberg, and Jeff Bezos, there is no book that shows introverts how to harness their natural gifts (such as focused listening and in-depth researching) and counteract their weaknesses (such as an aversion

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to networking and public speaking) in a business setting. Whether starting or growing a business or working within a larger organization, readers will find insights on a wide range of entrepreneurial topics in The Introvert Entrepreneur from managing fears

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and expectations and developing a growth mindset to mastering networking, marketing, leadership skills, and community-building informed by interviews with successful introverts who have learned important business lessons the hard



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way. Filled with insights and practical advice, this essential guide will help anyone who's striving to quietly make a difference in a loud and chaotic world.

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Organizational Effectiveness  
A Manifesto for the Modern Woman

*In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "The Toilet Paper Entrepreneur." Don't*

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- 2. You expect to get pregnant in the next five*

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*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*

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yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you fix first? Every issue seems urgent -- but there's no way to 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

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*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, and devoted years to finding a simple way to pinpoint exactly where to direct attention for rapid*

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*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*



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*ardent following for his funny, honest, and actionable insights told through the stories of real entrepreneurs. 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.*

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***Entrepreneurship is the process of starting a business or other organization.***

***The entrepreneur develops a business model, acquires the human and other required resources, and is fully responsible for its success or failure.***

***Entrepreneurship operates within an entrepreneurship ecosystem. Contents:***

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*"Never started a company before?"*

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*Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Thank God! You've got a shot at making this work." So says Mike Michalowicz, author of The Toilet Paper Entrepreneur, a business book that is so uniquely useful, so raw and entertaining, it reads like the brainchild of Steve Jobs*

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*and Chris Rock. The founder of three multimillion-dollar companies, including Obsidian Launch, a company that partners with first-time entrepreneurs to grow their concepts into industry leaders, Mike Michalowicz knows what it really takes to spin your great idea into pure gold. Whether you're just starting out or*

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*have been at this for years, Mike's "get real" approach to business is a much-needed swift kick in the pants. In this book, you'll discover:\** Why a business plan is a total waste of your time.\* Why fulfilling your own needs is the first and last order of business. \* Which three sheets of paper you need to successfully

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hellotushy.com, start-ups  
collectively valued at more than**

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*\$150 million, comes DISRUPT-HER,  
a rallying cry for women to radically  
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Agrawal has faced patriarchal  
pushback, fought girl-on-girl hate,  
ridden the roller coaster of building  
businesses as a female CEO, and  
even overcome an attempt to burn*



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***her for witchcraft (figuratively). In order to navigate the complicated--at times maddening--struggles of contemporary femininity, we need an unabashed manifesto for the modern woman that inspires us to move past outrage and take***

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***positive steps on the personal, professional, and societal levels.***

***This manifesto galvanizes us to action in 13 major areas of our lives with as much fire power as possible. These are the credos we live by, the advice we give to friends, the tenets we instill in our***

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***companies and peers on a daily basis. Stories of badass female movers and shakers are shared in this book too to give you an extra jolt of "I've got this." It's a whole body F\*CK YES to your work, your love, your relationships, and your mission--while doing it all***

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***authentically, unapologetically, and with full integrity.***

***It's not often that someone stumbles into entrepreneurship and ends up reviving a community and starting a national economic-reform movement. But that's what happened when, in 1983, Judy***

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***Wicks founded the White Dog Café on the first floor of her house on a row of Victorian brownstones in West Philadelphia. After helping to save her block from demolition, Judy grew what began as a tiny muffin shop into a 200-seat restaurant-one of the first to feature***

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*local, organic, and humane food.*

*The restaurant blossomed into a  
regional hub for community, and a  
national powerhouse for modeling  
socially responsible business.*

*Good Morning, Beautiful Business  
is a memoir about the evolution of  
an entrepreneur who would not only*

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***change her neighborhood, but would also change her world- helping communities far and wide create local living economies that value people and place as much as commerce and that make communities not just interesting and diverse and prosperous, but***

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*also resilient. Wicks recounts a  
girlhood coming of age in the  
sixties, a stint working in an Alaska  
Eskimo village in the seventies, her  
experience cofounding the first  
Free People store, her accidental  
entry into the world of  
restauranteering, the emergence of*



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***the celebrated White Dog Café, and  
her eventual role as an international  
leader and speaker in the local-  
living-economies movement. Her  
memoir traces the roots of her  
career - exploring what it takes to  
marry social change and  
commerce, and do business***

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***differently. Passionate, fun, and inspirational, Good Morning, Beautiful Business explores the way women, and men, can follow both mind and heart, do what's right, and do well by doing good. Teaches large businesses to use word-of-mouth and reputation-***

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***building to gain a loyal customer base in the way small businesses do.***

***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***

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***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.***

***The Commitment Engine  
Toilet Paper Origami***

***How Millennials Became the  
Burnout Generation  
100 Provocative Statements about  
the Toilet Paper Entrepreneur  
Amplify Your Strengths and Create  
Success on Your Own Terms  
Good Morning, Beautiful Business  
What It Takes***

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"Inspired me to ask myself why and to stop postponing the forgotten dreams." —Geneen Roth, #1 New York Times bestselling author of Women Food and God and This Messy Magnificent Life Full of

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inspirational insights and advice, lifehacks, and real-world examples, Someday is Not a Day in the Week is CEO Sam Horn's motivational guide to help readers get what they want in life today rather than

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"someday." Are you: •  
Working, working, working? •  
Busy taking care of everyone  
but yourself? • Wondering  
what to do with the rest of your  
life? • Planning to do what  
makes you happy someday



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when you have more time, money, or freedom? What if someday never happens? As the Buddha said, “The thing is, we think we have time.” Sam Horn is a woman on a mission about not waiting for SOMEDAY

Access Free The Toilet Paper Entrepreneur The Tell It Like It Is Guide To Cleaning Up In ... and this is her manifesto.

Her dad's dream was to visit all the National Parks when he retired. He worked six to seven days a week for decades. A week into his long-delayed dream, he had a stroke. Sam

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doesn't want that to happen to you. She took her business on the road for a Year by the Water. During her travels, she asked people, "Do you like your life? Your job? If so, why? If not, why not?" The surprising

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insights about what makes people happy or unhappy, what they're doing about it (or not), and why...will inspire you to carve out time for what truly matters now, not later. Life is much too precious to postpone.

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It's time to put yourself in your own story. The good news is, there are "hacks" you can do right now to make your life more of what you want it to be. And you don't have to be selfish, quit your job, or win the

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lottery to do them. Sam Horn offers actionable, practical advice in short, snappy chapters to show you how to get started on your best life — now.

Hearts, flowers, and fans -

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butterflies, boats, and bunnies - it's all possible with toilet paper! With little effort, a roll of toilet paper can be transformed into a delightful focal point using the charming, elegant, and whimsical designs

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in this collection. Toilet Paper Origami is perfect for hotels, Bed & Breakfasts, cruise ships, and creative housekeepers. Toilet Paper Origami is fun for crafters of all ages. Illustrated with more than 300



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photographs, step-by-step instructions teach 29 easy yet eye-catching folds and embellishments for styling the end of a toilet paper roll. Discover how simple it can be to make a memorable

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decoration from a bathroom essential.

Construction industry business coach, speaker, and author, Shawn Van Dyke, has taken the core concepts of Mike Michalowicz's Profit First and

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customized them to address the specific needs of the construction industry. Profit First for Contractors addresses the major struggles contractors face and provides clear and actionable guidance on how to

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overcome them. Shawn shows contractors how to go from simply getting by to becoming permanently profitable. This book is for every construction business owner who dreams of prosperity. Using Van Dyke's

Access Free The Toilet Paper Entrepreneur The Tell It Like It Is Guide To Cleaning Up In Profit First for Contractors system, readers will learn how to break out of the "craftsman cycle" - the seemingly never-ending loop of urgent tasks and responsibilities that keep contractors from gaining

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traction toward their important goals. He guides construction business owners how to understand their financial statements and how to use them to determine the markup and margin that lead to profits.

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You will also learn how to develop solid rules of thumb for the operation of your construction businesses, and how to implement an effective cash management plan that simplifies accounting and

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leverages normal human behavior. Using real-life stories from actual construction business owners, step-by-step advice, and his conversational twang, Van Dyke puts permanent profitability within



Access Free The Toilet Paper Entrepreneur The Tell It Like It Is Guide To Cleaning Up In reach of every construction business owner.

From Mike Michalowicz, bestselling author of Profit First, Clockwork, and Fix This Next, a practical and proven guide to standing out in a

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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

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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-

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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

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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

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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

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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.

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Six Ways to Keep the "Little" in Your Girl

50 Indispensable Tips to Help You Stay Afloat, Bounce Back, and Get Ahead at Work

How Big Brands and Small Businesses Can Prosper in a



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Connected Economy  
A Simple Strategy to Grow a  
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Field  
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The Path to Claiming Your

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Creative Power from an  
Unlikely Entrepreneur  
Built to Change

*In this groundbreaking book,  
organizational effectiveness experts  
Edward Lawler and Christopher Worley  
show how organizations can be “built to  
change” so they can last and succeed in*

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*today's global economy. Instead of striving to create a highly reliable Swiss watch that consistently produces the same behavior, they argue organizations need to be designed in ways that stimulate and facilitate change. Built to Change focuses on identifying practices and designs that organizations can adopt*

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*so that they are able to change. As Lawler and Worley point out, organizations that foster continuous change are closely connected to their environments. Reward experimentation. Learn about new practices and technologies. Commit to continuously improving performance. Seek temporary*

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*competitive advantages*

*This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The new way of*

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*planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr.*

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*Grether/Xaxis, Michael*

*Lamb/MediaMath, Carolin Owen/IPG,*

*Stefan Bardega/Zenith, Arun*

*Kumar/Cadreon, Dr. Ralf*

*Strauss/Marketingverband, Jonathan*

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*Becher/SAP and many more great minds.  
"The missing link that will prepare your business and your mind you for the next stage of business growth." --from the Foreword by Gino Wickman, author of Entrepreneurial Leap and Traction Does your business own you more than you own it? Are you afraid it will collapse*



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*without you? Are you sacrificing your family, friends, and freedom to keep your business in business? What if, instead, your company could run on automatic while it continued to grow and turn a profit? It's possible—and the revised and expanded edition of Clockwork makes it easier than ever. If you're like most*

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*entrepreneurs, you started your company 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. In Clockwork, Revised*

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*& Expanded, entrepreneurship expert Mike Michalowicz improves on his step-by-step method for getting more done by doing less – making it easier than ever to have your business run itself. The culmination of more than ten years research, with hundreds of new real-life case studies and improved processes*

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*drawn—drawn directly from Mike's hugely successful training program—Clockwork, Revised & Expanded is your recipe for an ultra-efficient business. Among the many new and improved strategies, you will learn how to: Transfer any task off your plate and trust that your team will get it done*

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*right. Elevate your role in your company (and life) with one single word. Pinpoint the critical function your business must master to avoid mediocrity. Leverage the extraordinary power of the 3.2 hour productivity rule. And finally—do what you want, when you want, in your business and your life. Clockwork*

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*Revised & Expanded even includes an entirely new section that details how to improve each team member's efficiency – both individually and within teams – without leadership involvement. With Mike's Clockwork system, you will make your business finally work for you.*

*"Raegan Moya-Jones is one of today's*

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*most fascinating entrepreneurs. Ten years ago, seeing a huge opening in the baby products market, she started aden + anais, which introduced cotton muslin swaddles to the U.S. On the heels of that success she's now launching another idea, Saint Luna, a boutique liquor company poised to turn the stereotype of*

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*moonshine on its head. This book is the story of her entrepreneurial journey: how she stopped holding herself back and learned to go after her dreams. The John Burroughs quote "Leap, and the net will appear" has been Moya-Jones' guiding principle in business. But she wasn't always that bold. She was a party girl in*



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*high school in Australia, then ended up dropping out of college. When she finally got her act together, she went into sales, but quickly realized the corporate world wasn't for her. It was obvious that her (mostly male) bosses didn't like being challenged by an outspoken Aussie chick. So she decided to start a company, on her*

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*own terms. But instead of quitting her sales executive job at the Economist right away, she quietly built her business every night after putting her young daughters to bed. And when aden + anais reached \$1 million in revenue in less than two years, she was finally ready to make the leap. Today her little company is a*

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*thriving global brand, and Raegan has moved on to make another entrepreneurial leap. This empowering story will show the hopeful entrepreneur or career changer that she doesn't have to know it all--as long as she's willing to leap. If Raegan can do it, anyone can"--*  
*Make the Vital Change That Will Level*

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*Maximize Profits, and Crush Your*

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*How To Flush Out Leads and Clean Up*

*Sales in a B2b Marketing World*  
*Explore how entrepreneurial*  
*thinking can dramatically*  
*improve your work, life and*  
*relationships Having the drive,*

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*ambition and inspiration to start a new business takes a special mind-set and self-confidence—think Steve Jobs, Elon Musk, Mark Zuckerberg. It's no wonder that we regard successful entrepreneurs as modern-day magicians,*

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*transforming sometimes-radical ideas into global brands that change the way we live our lives. But what if that spirit and drive were applied to the world outside of business start-ups? An entrepreneur seeks to build something from nothing, to take*

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*an inspired idea and make it a reality. In How to Think Like an Entrepreneur, Philip Delves Broughton will explore what it takes to be a successful entrepreneur—the ability to disrupt the status quo and generate fresh perspectives—and*



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*ultimately lead us to the heart of great entrepreneurial thinking: an understanding of our deepest human needs. By harnessing the passion, verve and limitless imagination of an entrepreneur, this book will show you new ways to improve your business, but*

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also your life and relationships.

"Self-help books for the rest of  
us." -The New York Times

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

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*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*

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*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*

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*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 pump-*

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*kins, 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*

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*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*

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*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*



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*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*

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*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.*

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*10 Hacks to Make the Rest of  
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Think Big, Buy Small, Own Your  
Own Company*

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