

Topgrading The Proven Hiring And Promoting Method That Turbocharges Company Performance

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

Contending that today's high-quality marketplace has created an era of impossible competition, an award-winning Harvard Business School professor makes recommendations for how companies can retain market shares without losing status to copycat competitors.

We all understood As, Bs and Cs in school. Do you know what it takes to be an A Player in business? The A Player shows us how.

The result of thousands of conversations about web marketing with hundreds of companies, this handbook is a compilation of the most important and effective lessons and advice about the power of search engine optimization, social media, and email marketing. The first and only comprehensive guide to content marketing, this book explains the social, analytical, and creative aspects of modern marketing that are necessary to succeed on the web. By first covering the theory behind web and content marketing and then detailing it in practice, it shows how it is not only critical to modern business but is also a lot of fun.

The Leader Launchpad

How Leading Companies Win by Hiring, Coaching and Keeping the Best People

Topgrading, 3rd Edition

Your Formula for Leadership Success

Topgrading 201

How to Win by Putting Customers at the Core of Your Business

What You Must Do to Increase the Value of Your Growing Firm

World-class Methods to Interview, Hire, and Coach Top Sales Representatives

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits ChecklistTM, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

Global economic conditions have changed dramatically and as a result the challenge of recruiting and hiring the best employees has gotten much more difficult. In Hiring 3.0 New Rules For The New Economy, the author looks at these changes and provides a step-by-step guide to winning the war for talent. In a simple, easy to read manner, this book presents an entire recruiting and selection system and that is completely optimized for the new economic conditions. Global competition, high unemployment, changing business needs all contribute to rendering the current recruitment and selections systems obsolete. Everything from using social media to recruit to building profiles of successful employees to asking the right interview questions is covered in great detail. Every step from a business need not being addressed to the right person in the right job at the right time delivering the right results is wrapped into a complete system. All of the concepts, tools, advice and recommendations are based on more than 30 years of real-world testing. This book does not contain a theoretical approach but instead it is a series of proven, easy to implement steps that have all been tested and proven. You will learn how to avoid common hiring mistakes, ask the most effective interview questions and how to separate the top performers from the pretenders. This book helps you recruit and hire better employees quicker and for less money.

Offers an organizational design model for service organizations, covering such topics as funding mechanisms, employee management systems, and customer management systems.

Explains how to use the art of storytelling and the science of journalism to form an authentic message for a company's product and a successful social networking site that can reach a wide audience.

Ask the Headhunter

The Ultimate Question 2.0 (Revised and Expanded Edition)

Key Performance Indicators (KPI)

Rocket Fuel

Content Strategy for the Web

The Great CEO Within: The Tactical Guide to Company Building

Content Rules

Scaling Up

Offers professionals advice on how to showcase their skills, and lists the four essential questions jobseekers should be able to answer to get any job

Here's the hard truth about leadership: it either forces you to get stronger or it slowly destroys your life. There is no in-between. Kevin Lawrence has discovered seventeen habits that allow any leader to transcend the perils of success and keep achieving--habits that have already helped hundreds of CEOs and executives become stronger and more resilient. Obsessed with understanding why successful people crash and burn, Lawrence has studied and tested virtually every leadership theory known to humankind in his two decades as a business advisor. His straight-talk advice in Your Oxygen Mask First will surprise and propel even the most seasoned leaders as he cuts through the platitudes and jargon to share the best tools he has found to ensure your survival, no matter how high you fly.

Matt Mochary coaches the CEOs of many of the fastest-scaling technology companies in Silicon Valley. With The Great CEO Within, he shares his highly effective leadership and business-operating tools with any CEO or manager in the world. Learn how to efficiently scale your business from startup to corporation by implementing a system of accountability, effective problem-solving, and transparent feedback. Becoming a great CEO requires training. For a founding CEO, there is precious little time to complete that training, especially at the helm of a rapidly growing company. Now you have the guidance you need in one book.

"The Power of People Skills is the eye-opening, invaluable, definitive guide to achieving success in your organization. Excellent!" —Marshall Goldsmith People are the problem. They're always the problem. If a business person goes home frustrated, if they talk with their significant other about it, if they lay awake at night stewing about it, inevitably the problem is some person at work—a colleague, subordinate, or boss. Handling people issues is every leader's major headache. It's what takes up the majority of their time and—more important—the bulk of their head space. Every leader can and must develop this most important of all management skills. The Power of People Skills will teach you that there's one primary difference between a great culture and a poor one: a great culture insists on having star players in every key seat, and a poor culture tolerates under performers. In this powerful book, you will learn how to: Make the people decisions that can double your results, relieve your stress, and cause team morale to soar. Attract and retain the very best talent. Deal with difficult people problems in an objective and kind way. Overcome the reluctance we all share to confront under performers. Permanently solve the problems causing most of your stress.

Culture by Design

Six Strategic Principles for Managers

Hiring the Heavens

Hiring 3.0

The Proven Hiring and Promoting Method That Turbocharges Company Performance

Escaping the Competitive Herd

DBT Therapy For Calming The Emotional Storms Inside And Overcoming Anxiety Symptoms

Traction

Great companies don't just depend on strategies—they depend on people. The more great people on your team, the more successful your organization will be. But that's easier said than done. Statistically, half of all employment decisions result in a mishire: The wrong person winds up in the wrong job. But companies that have followed Bradford Smart's advice in Topgrading have boosted their successful hiring rate to 90 percent or better, giving them an unbeatable competitive advantage. Now Smart has fully revised his 1999 management classic to reintroduce the topgrading concept, which works for companies large and small in any industry. The author spells out his practical approach to finding and managing A-level talent—as well as coaching B players to turn them into A players. He provides intriguing case studies drawn from more than four thousand in-depth interviews. As Smart writes in his introduction, "All organizations, all businesses live or die mostly on their talent, and any manager who fails to topgrade is nuts, or a C player. . . . Those who, way deep down, would sooner see an organization die than nudge an incompetent person out of a job should not read this book... Topgrading is for A players and all those aspiring to be A players." On the web: <http://www.topgrading.com/>

More than two millennia ago the famous Chinese general Sun Tzu wrote the classic work on military strategy, The Art of War. Now, in a new edition of Sun Tzu and the Art of Business, Mark McNeilly shows how Sun Tzu's strategic principles can be applied to twenty-first century business. Here are two books in one: McNeilly's synthesis of Sun Tzu's ideas into six strategic principles for the business executive, plus the text of Samuel B. Griffith's popular translation of The Art of War. McNeilly explains how to gain market share without inciting competitive retaliation, how to attack competitors' weak points, and how to maximize market information for competitive advantage. He demonstrates the value of speed and preparation in throwing the competition off-balance, employing strategy to beat the competition, and the need for character in leaders. Lastly, McNeilly presents a practical method to put Sun Tzu's principles into practice. By using modern examples throughout the book from Google, Zappos, Amazon, Dyson, Aflac, Singapore Airlines, Best Buy, the NFL, Tata Motors, Starbucks, and many others, he illustrates how, by following the wisdom of history's most respected strategist, executives can avoid the pitfalls of management fads and achieve lasting competitive advantage.

Advises managers on successful techniques for conducting employment interviews and checking references

Whether you realize it or not, you play a part in the divine plan of creation. Once you recognize this, you can gain access to the immense power in the universe. It's simple: when you engage the right celestial helpers, anything becomes possible. In Hiring the Heavens, Jean Slatter shares how she learned to hire the Heavens and offers a fresh, revitalized way of bringing spirituality back into your everyday life. Whether the task is large or small, whether you want to manifest your dreams, find a soul mate, improve your finances, or simply get through your days without stress and worry, the Heavens are ready to help. With their assistance, you become cocreator and codirector of your life, experiencing more joy and more serendipity every day.

Reinventing the Interview to Win the Job

17 Habits to Help High Achievers Survive & Thrive in Leadership & Life

Mastering the Rockefeller Habits

The 9 Lessons Every HR Professional Must Learn to Be Successful

Got a Minute?

Get a Grip on Your Business

Uncommon Service

The Only Sensible Way to Run a Company

From the #1 bestselling author of "Rich Dad, Poor Dad" comes the ultimate guide to real estate--the advice and techniques every investor needs to navigate through the ups, downs, and in-

betweens of the market.

Designed to help HR and line managers deal with challenging employees in the workplace, this study enlists a novel approach by tying together several real-life—and often entertaining—examples of employee behavior within a broad range of circumstances. Following the stories in each chapter, an analysis of how the HR professionals handled the situations highlights the benefits and detriments of their choices, showcasing both successes and failures—and what can be learned from them. Providing valuable examples and thought-process guidance, this record is ideal for understanding the ethical and legally defensible practices of human resource management.

Provides leaders with a simple strategy to improve the performance of their teams through the calculating of "priorities," "who" and "relationships" and by increasing that total, realize

more value, impact, earnings and overall success.

"Thought-provoking...[Allen] writes without sanctimony and never simplifies the people in his book or the moral issues his story inevitably raises." —Wall Street Journal Few diseases are more

gruesome than typhus. Transmitted by body lice, it afflicts the dispossessed—refugees, soldiers, and ghettoized peoples—causing hallucinations, terrible headaches, boiling fever, and often

death. The disease plagued the German army on the Eastern Front and left the Reich desperate for a vaccine. For this they turned to the brilliant and eccentric Polish zoologist Rudolf

Weigl. In the 1920s, Weigl had created the first typhus vaccine using a method as bold as it was dangerous for its use of living human subjects. The astonishing success of Weigl's

techniques attracted the attention and admiration of the world—giving him cover during the Nazi's violent occupation of Lviv. His lab soon flourished as a hotbed of resistance. Weigl hired

otherwise doomed mathematicians, writers, doctors, and other thinkers, protecting them from atrocity. The team engaged in a sabotage campaign by sending illegal doses of the vaccine into

the Polish ghettos while shipping gallons of the weakened serum to the Wehrmacht. Among the scientists saved by Weigl, who was a Christian, was a gifted Jewish immunologist named Ludwik

Fleck. Condemned to Buchenwald and pressured to re-create the typhus vaccine under the direction of a sadistic Nazi doctor, Erwin Ding-Schuler, Fleck had to make an awful choice between his

scientific ideals or the truth of his conscience. In risking his life to carry out a dramatic subterfuge to vaccinate the camp's most endangered prisoners, Fleck performed an act of great

heroism. Drawing on extensive research and interviews with survivors, Arthur Allen tells the harrowing story of two brave scientists—a Christian and a Jew— who put their expertise to the

best possible use, at the highest personal danger.

The Smart Interviewer

How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business

Metronomics

Topgrading for Sales

The One Essential Combination That Will Get You More of What You Want from Your Business

Power Score

New Rules for the New Economy

Baseline Selling

Two of the nation's most successful corporate leadership consultants now reveal their proven, systematic program for using the power of "high-integrity" politics to achieve career success, maximize team impact, and protect the company's reputation and bottom line. Each day in business, a corporate version of "survival of the fittest" is played out. Power plays, turf battles, deceptions, and sabotages block individuals' career progress and threaten companies' resources and results. In Survival of the Savvy, Rick Brandon and Marty Seldman provide ethical but street-smart strategies for navigating corporate politics to gain "impact with integrity," helping readers to: -Identify political styles at work through the Style Strengths Finder, and avoid being under or overly political -Discover the corporate "buzz" on you, and manage the corporate "airwaves" -Decipher unwritten company rules and protect yourself from sabotage and hidden agendas -Build key networks to promote yourself and your ideas with integrity -Learn to detect deception and filter misleading information -Increase your team's organizational savvy, influence, and impact -Gauge the political health of the company and forge a high-integrity political culture In addition, Survival of the Savvy helps individuals discover and overcome their own political blind spots and vulnerabilities. They learn step-by-step methods to avoid being underestimated or denied full recognition for their achievements. It shows them how to put forward their ideas and advance their careers in an ethical manner, with a high level of political awareness and skill. After reading this book, you will never have to say, "I didn't see it coming." Organizational savvy is a mission-critical competency for the complete leader. This timely and timeless book provides cutting-edge strategies and skills for surviving and thriving as you build individual and company success.

Journeys of the World is proud to present its collection of beautiful Travel Photography books, with its first publication: "Journeys of Cinque Terre". This book features a wide variety of photography from all 5 villages, which make up

this world renowned and protected area in North Western Italy (Cinque Terre). Regardless of how many countries you plan on visiting or have visited, it's very likely that you will encounter the vast majority of what is featured in our

publication when visiting Cinque Terre. In Journeys of Cinque Terre, the photos were taken on the spot, with no prior arrangements and on the "go". Unlike many other publications, we don't stage or make prior arrangements for our

photography. Our product also contains over 90% of photography. This is truly what makes this an exciting item. Journeys of Cinque Terre, along with all other products to come out, has been set up to promote the beauty of its

chosen location. This item wants to promote the visual history of Cinque Terre, for both Esthetic and Educational purposes. We guarantee that our publication will satisfy any of your curiosities, through the magic of our lenses. For

more info, also check out www.journeysoftheworld.com

Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical.The Entrepreneurial Operating System® is a practical method for achieving the business success you have always

envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company

that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-

world lesson on how to apply Traction to your business, check out its companion book, Get A Grip.

In the first edition of this landmark book, business loyalty guru Fred Reichheld revealed the question most critical to your company's future: "Would you recommend us to a friend?" By asking customers this question, you identify

detractors, who sully your firm's reputation and readily switch to competitors, and promoters, who generate good profits and true, sustainable growth. You also generate a vital metric: your Net Promoter Score. Since the book was

first published, Net Promoter has transformed companies, across industries and sectors, constituting a game-changing system and ethos that rivals Six Sigma in its power. In this thoroughly updated and expanded edition, Reichheld,

with Bain colleague Rob Markey, explains how practitioners have built Net Promoter into a full-fledged management system that drives extraordinary financial and competitive results. With his trademark clarity, Reichheld:

• Defines the fundamental concept of Net Promoter, explaining its connection to your company's growth and sustained success • Presents the closed-loop feedback process and demonstrates its power to energize employees and delight

customers • Shares new and compelling stories of companies that have transformed their performance by putting Net Promoter at the center of their business Practical and insightful, The Ultimate Question 2.0 provides a blueprint

for long-term growth and success.

The Power of People Skills

The Definitive Playbook and Guide for Employees and Leaders Who Want to Play and Perform at the Highest Level

The 75 measures every manager needs to know

Avoid Costly Mis-Hires

The Great Game of Business
The Fantastic Laboratory of Dr. Weigl: How Two Brave Scientists Battled Typhus and Sabotaged the Nazis
Overcome Resistance and get out of your own way
The a Player

A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

As a business leader, you've read dozens of books by the top thought leaders, learning from their research, principles, and tools. Each book dives deep into a specific area of expertise—strategy, execution, cash, people, culture, and leadership. All share powerful concepts on what to do to grow your business. But how do you efficiently unite these tools into a regimen that works for not just one specific area of your business, but for your entire team, company, and life? Metronomics unites top business thought leadership with over twenty years of proven practical experience. The outcome is a prescriptive progressive growth system for every business. In this book, you'll learn how to build a high-performing business team that achieves superior results with ease, speed, and confidence. You'll learn the practical progression that ensures your team is fiercely connected to your strategic execution system. No matter what level you and your team are at right now, Metronomics will meet you where you are—and grow with you to the next level and beyond. The best-kept business secret for the past twenty years, Metronomics will allow your company to win your business Olympics every year, and as a leader, it will set you free.

In this expanded 20th Anniversary Edition of the book that started a business revolution, a successful businessman shares his philosophy of management that puts the concerns of the employees first and creates a company that will provide people with lifelong livelihood. Original. 50,000 first printing.

A resource on how to recruit and retain talented employees draws on the philosophies of the co-author's original work, Topgrading, to present quick-read recommendations for sales managers, in a guide that covers such topics as interviewing productively, bringing out the best in moderate sales reps, and eliminating poor performers. 25,000 first printing.

Who

How Net Promoter Companies Thrive in a Customer-Driven World

An Illustrated Handbook for Content Marketing

Different

One United System to Grow Up Your Team, Company, and Life

Five Steps to Fuel Your Business and Lift Your Profits

Your Oxygen Mask First

A Practical Guide to Developing Working Relationships with the Spirits of Creation

"Howard has distilled his vast experience, identified the key levers for acceleration, and conveyed them through real-life stories that are interesting and illuminating." Brad Smart, author; president and CEO, Topgrading[, [Inc. Sooner or later, every business owner finds themselves working too much "in" the business rather than "on" the business. Despite working harder than ever, they know their organization could be growing faster and generating greater profits. To stimulate the traction and significant growth that leaders seek, they need strategies to create and sustain a successful business as well as ways to break through the invisible barriers that prevent forward movement. In The Leader Launchpad, growth expert and master business accelerator Howard M. Shore offers a five-step, clear-cut, actionable plan to help leaders feel in control of their professional destiny. Packed with practical information, The Leader Launchpad includes profit-actualizing and scale-enhancing systems for: [€] Identifying mindsets essential to creating great companies [€] Recognizing the crucial steps to increase employee engagement [€] Developing a strategy that leads to faster growth and higher profitability [€] Aligning teams with priorities to significantly impact results [€] Ensuring the right people are in the right seats doing the right thing [€] Building a culture of accountability Engaging and compelling. The Leader Launchpad is a must-read for any leadership team looking to create a massively successful and enjoyable business." The Effective Manager is a hands-on practical guide to great management at every level. Written by the man behind Manager Tools, the world's number-one business podcast, this book distills the author's 25 years of management training expertise into clear, actionable steps to start taking today.

By identifying and describing the most powerful financial and non-financial KPIs, this book will make life easier for you by defining them, explaining how and when they should be used and providing a rich library of KPIs that have been proven to significantly improve performance. The book presents case examples to illustrate the selection and use of the KPIs and provides tools such as KPI selection templates and Key Performance Questions to help you apply the most appropriate KPIs effectively in your business.

Are you struggling with dealing with your emotions, especially with those painful ones? Are you struggling with understanding what is happening in your mind, making you do or say things you regret later? Do you want to clear your head and take control over your emotions without resorting to unhealthy choices? If your answer to these questions is yes, you are in the right place. The truth is that everyone, at some point in their life, feels completely overwhelmed by their emotions, especially the negative ones which tend to be the most intense, most difficult, to understand and manage. When these emotions strike, you may feel as if you are completely losing control of what is within your mind. Frustration, anger, sadness, and other extremely intense emotions can be extremely hard to manage. You have probably tried some things to take control over your mind. You have probably tried to make a change in your behavioral pattern, but it did not work in the long run. One of the biggest mistakes people make when dealing with painful emotions is trying to avoid them, instead of accepting them as they are. Of course, everyone wants to avoid feeling depressed, anxious or angry, but in reality, avoidance only adds more to the overall emotional chaos. There is no magical pill or extremely easy solution here, only hard work and patience. This is where Dialectical Behavior Therapy skills come into play teaching you how to take control over your emotions in a healthy, assertive way. These methods combine different practices such as distress tolerance and emotion regulation which, once embraced, can help you develop your inner resilience and stop needless emotional suffering. Inside You Will Discover: The power and nature of emotions. The difference between emotions and feelings. What emotional intelligence is and why it matters. What affects your emotional state. How emotions affect both your physical and mental health. What Dialectical Behavior Therapy is and when it is used. What the main components of dialectical behavior therapy are. How to improve your emotional intelligence with DBT skills. How to enter the wise state of mind. And much much more... Get this book NOW, learn how to manage your painful emotions, build your own resilience and finally overcome the emotional chaos within your head!

Survival of the Savvy

Topgrading 101

How a Few Companies Make It... and Why the Rest Don't

Real Experts. Real Stories. Real Life.

Content Chemistry

Do the Work!

The A Method for Hiring

The Effective Manager

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

"BRAD HELPED US DEVELOP THE TOOLS TO PICK A-PLAYER LEADERS AT GE." —JACK WELCH Great companies, large and small, rise or fall because of their talent; the more high performers on your team, the more successful your organization will be. Of course, that's easier said than done. Research shows that only about 25% of all new hires turn out to be high performers. But companies that have used Brad Smart's Topgrading system over the past two decades have boosted their hiring success rates dramatically—sometimes even to 90%. Three huge problems account for the typical poor results in hiring: dishonesty (via deceptive résumés), incomplete information (via shallow interviews), and lack of verifiability (via biased references). Topgrading shows how to solve all three problems. Instead of hiring by your gut reactions to résumés and interviews, you can start using a scientifically honed process that compels candidates to be totally honest. Smart, one of the world's foremost experts on hiring, has personally helped hundreds of companies double, triple, or even quadruple their hiring success rates. His clients have ranged from global giants such as General Electric and Honeywell to midsize and small businesses in every field imaginable, and to not-for-profits such as the American Heart Association. And hundreds of thousands of readers have applied the lessons and tools of the first two editions of Topgrading. The Topgrading system makes hiring easier, faster, and more successful than any other process. And it works at every level, from the front lines to senior management. For the first time in seven years, Smart has fully revised and updated Topgrading with many new tools, techniques, and case studies. This edition now features 40 companies of all sizes, across a wide range of industries and home countries. It's the most advanced and useful version of Topgrading ever. The third edition includes: Simplified Topgrading methods for entry-level jobs. The new Topgrading Snapshot, which screens out weak candidates in just 15 seconds. The latest version of the acclaimed Topgrading Interview script. Case studies from 35 companies not featured in any previous edition. Many additional innovations created by Topgraders. Topgrading isn't just about hiring and promoting—it's also about developing talent. It enables leaders to reward their A Players, coach their Bs to become As, and weed out the Cs who are beyond improvement. Many great leaders know that Topgrading works. Find out how it can help your company gain a big competitive advantage.

Discover the vital relationship that will take your company from "What's next?" to "We have liftoff!" Visionaries have groundbreaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you. From the author of the bestselling Traction, Rocket Fuel details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, Rocket Fuel also features assessments so you're able to determine whether you're a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it's like rocket fuel—they have the power to reach new heights for virtually any company or organization.

"In this fully revised and updated edition of his best-selling management classic, Bradford D. Smart describes exactly how leading companies have embraced topgrading, and how you can, too. The author spells out his practical approach to the Topgrading Interview, the proven best practice for assessing talent. His intriguing case studies and shrewd advice are based on solid research - more than 6,000 in-depth interviews he has conducted over three decades."--BOOK JACKET.

The Real Book of Real Estate

Topgrading (revised PHP edition)

Dialectical Behavior Therapy For Emotional Intelligence

How to Become a Sales Superstar by Using What You Already Know About the Game of Baseball

Sun Tzu and the Art of Business

High-Integrity Political Tactics for Career and Company Success

How to Eliminate 90% of Your HR Problems and Dramatically Increase Team and Company Morale and Performance

Topgrading