

A Win Without Pitching Manifesto

Develop and harness a powerful, sustainable word-of-mouth movement How did the 360-year-old scissor company, Fiskars, double its profit in key markets just by realizing its customers had already formed a community of avid scrapbookers? How is Best Buy planning to dominate the musical instruments market? By understanding the Brains on Fire model of tapping movements and stepping away from the old-school marketing "campaign" mentality. Brains on Fire offers original, practical and actionable steps for creating a word-of-mouth movement for corporations, products, services, and organizations. It takes you step-by-step through the necessary actions needed to start your own authentic movement. Develop and harness a powerful, sustainable, word-of-mouth movement Describes 10 lessons to master and create a powerful, sustainable movement The Brains on Fire blog is often ranked in the top 100 of AdAge's Power 150 Marketing Blogs

This is the UK only edition of Agencynomics in GBP(

Unlock the Fountain of Prosperity Inside You! "I truly believe Jim Rohn is an extraordinary human being whose philosophy can enhance the quality of life for anyone." —Anthony Robbins "Few men are endowed with Jim Rohn's ability to motivate and effect changes in other human beings." —Tom Hopkins "Jim Rohn . . . is one of the most profound thinkers and mind expanding individuals I've ever had a chance to listen to." — Les Brown "Jim Rohn is a master motivator—he has style, substance, charisma, relevance, charm, and what he says makes a difference . . . The world would be a better place if everyone heard my friend Jim Rohn." —Mark Victor Hansen You don't have to choose between wealth and happiness—they spring from the same fountain of abundance. With this book, you'll discover the seven essential strategies you need for success: ·Unleash the Power of Goals ·Seek Knowledge ·Learn the Miracle of Personal Development ·Control Your Finances ·Master Time ·Surround Yourself with Winners ·Learn the Art of Living Well Author Jim Rohn's philosophy has helped millions change their lives for the better. Find out what it can do for you!

Offers advice on real-world practices, professional do's and don'ts, and business rules for those in the graphic arts.

Are your sales results always awesome? Or do some months leave you wondering if you'll be able to pay your mortgage? ?One of the most difficult parts of being a professional salesperson is managing the emotional peaks and valleys that accompany the ups and downs of sales. But according to Weldon Long, there is no challenge you can't overcome, and he shows how salespeople can thrive in the face of adversity if they are just willing to create the right mindset and implement the right sales process--consistently. Unreliable performance and unpredictable results are likely, says Long, because you aren't doing the same thing consistently on every sales call. If sales activities are random, results will be random. And random sales activities will never accidentally start producing consistent sales results, just as consistent sales activities will never start producing random results. It just can't happen. Whether it's a bad economy, a cheap competitor, bad leads, or a personal challenge, Long provides step-by-step advice on how you can make committed, consistent activities part of your daily sales routine so you will consistently be rewarded with the sales you deserve. Weldon Long is a successful entrepreneur, sales expert, and author, who--in 2003--walked out of a homeless shelter where he was living and within sixty months, had grown a sales organization to over \$20 million in sales.

Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote The Brand Gap, the influence of social media has proven his core theory: "A brand isn't what you say it is – it's what they say it is." People are no longer consumers or market segments or tiny blips in big data. They don't buy brands. They join brands. They want a vote in what gets produced and how it gets delivered. They're willing to roll up their sleeves and help out—not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services. At the center of the book is the Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand. Your brand community is your tribe. How will you lead it?

Want to learn how to create great user experiences on today's Web? In this book, UI experts Bill Scott and Theresa Neil present more than 75 design patterns for building web interfaces that provide rich interaction. Distilled from the authors' years of experience at Sabre, Yahoo!, and Netflix, these best practices are grouped into six key principles to help you take advantage of the web technologies available today. With an entire section devoted to each design principle, Designing Web Interfaces helps you: Make It Direct-Edit content in context with design patterns for In Page Editing, Drag & Drop, and Direct Selection Keep It Lightweight-Reduce the effort required to interact with a site by using In Context Tools to leave a "light footprint" Stay on the Page-Keep visitors on a page with overlays, inlays, dynamic content, and in-page flow patterns Provide an Invitation-Help visitors discover site features with invitations that cue them to the next level of interaction Use Transitions-Learn when, why, and how to use animations, cinematic effects, and other transitions React Immediately-Provide a rich experience by using lively responses such as Live Search, Live Suggest, Live Previews, and more Designing Web Interfaces illustrates many patterns with examples from working websites. If you need to build or renovate a website to be truly interactive, this book gives you the principles for success.

Praise for Mastering the Complex Sale "Jeff Thull's process plays a key role in helping companies and their customers cross the chasm with disruptive innovations and succeed with game-changing initiatives." —Geoffrey A. Moore, author of Crossing the Chasm and Dealing with Darwin "This is the first book that lays out a solid method for selling cross-company, cross-border, even cross-culturally where you have multiple decision makers with multiple agendas. This is far more than a 'selling process'—it is a survival guide—a truly outstanding approach to bringing all the pieces of the puzzle together." —Ed Daniels, EVP, Shell Global Solutions Downstream, President, CRI/Criterion, Inc. "Mastering the Complex Sale brilliantly sets up value from the customer's perspective. A must-read for all those who are managing multinational business teams in a complex and highly competitive environment." —Samik Mukherjee, Vice President, Onshore Business, Technip "Customers need to know the value they will receive and how they will receive it. Thull's insights into the complex sale and how to clarify and quantify this value are

remarkable—Mastering the Complex Sale will be required reading for years to come!" —Lee Tschanz, Vice President, North American Sales, Rockwell Automation "Jeff Thull is winning the war against commoditization. In his world, value trumps price and commoditization isn't a given, it's a choice. This is a proven alternative to the price-driven sale. We've spoken to his clients. This stuff really works, folks." —Dave Stein, CEO and Founder, ES Research Group, Inc. "Our business depends on delivering breakthrough thinking to our executive clients. Jeff Thull has significantly redefined sales and marketing strategies that clearly connect to our global audience. Read it, act on it, and take your results to exceptional levels." —Sven Kroneberg, President, Seminario Internacional "Jeff's main thesis—that professional customer guidance is the key to success—rings true in every global market today. Mastering the Complex Sale is the essential read for any organization looking to transform their business for long-term, value-driven growth." —Jon T. Lindekugel, President, 3M Health Information Systems, Inc. "Jeff Thull has re-engineered the conventional sales process to create predictable and profitable growth in today's competitive marketplace. It's no longer about selling; it's about guiding quality decisions and creating collaborative value. This is one of those rare books that will make a difference." —Carol Pudnos, Executive director, Healthcare Industry, Dow Corning Corporation

THE BRAND GAP is the first book to present a unified theory of brand-building. Whereas most books on branding are weighted toward either a strategic or creative approach, this book shows how both ways of thinking can unite to produce a “charismatic brand”—a brand that customers feel is essential to their lives. In an entertaining two-hour read you'll learn: • the new definition of brand • the five essential disciplines of brand-building • how branding is changing the dynamics of competition • the three most powerful questions to ask about any brand • why collaboration is the key to brand-building • how design determines a customer's experience • how to test brand concepts quickly and cheaply • the importance of managing brands from the inside • 220-word brand glossary From the back cover: Not since McLuhan's THE MEDIUM IS THE MESSAGE has a book compressed so many ideas into so few pages. Using the visual language of the boardroom, Neumeier presents the first unified theory of branding—a set of five disciplines to help companies bridge the gap between brand strategy and customer experience. Those with a grasp of branding will be inspired by the new perspectives they find here, and those who would like to understand it better will suddenly “get it.” This deceptively simple book offers everyone in the company access to “the most powerful business tool since the spreadsheet.”

IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner and the author of the bestselling The Art of Innovation, have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in innovation, design, and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO, the Stanford d.school, and with many of the world's top companies, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in our careers.

The Levitan Pitch. Buy This Book. Win More Pitches. is the definitive how-to guide for every advertising, design, digital and PR agency that wants to increase its odds of winning new accounts. Based on 30 years of pitching for new accounts, I know that there is no such thing as a standard marketing services pitch scenario. Every client category, assignment, timetable, budget, search consultant, procurement system, and client personality is unique. However... While there is no standard pitch or agency, I know from experience that there are universal pitch criteria that can be identified and addressed regardless of the type or size of client, specific marketing objectives, or agency. To that extent, The Levitan Pitch is designed to deliver one master benefit: You will win more new clients. In Chapter One of this book, I discuss the very high cost of failing to run well-crafted, efficient pitches. The costs of failure include poor agency staff morale, individual employee burnout, and the financial cost to an agency's bottom-line that comes from the cost of participating in four-month agency searches and funding an agency's annual business development plan. This chapter tells the story of Saatchi & Saatchi Advertising's "The Worst Advertising Pitch Ever." Chapter Two offers an escape hatch. You should not pitch every account that comes knocking. I give you a handy tool to gauge both the value of the prospective client and your agency's chances of winning. Chapter Three begins to help you position the pitch for success. We look at the essential facts of the pitch and dig into understanding the client's mindset by understanding the type of assignment, type of relationship they are looking for, and what type of agency will fulfill their needs. Chapter Four delivers the list of "The 12 Deadliest Presentation Mistakes." These are identified pitch killers that come from my personal experience and the experiences of agency CEO's, clients, and search consultants. The accompanying cartoons wouldn't be as funny if these mistakes were not being made over and over, even by the most sophisticated agencies. In Chapter Five I lay out thirty short but very sweet suggestions for how to build a brilliant presentation that I know will greatly increase your odds of winning. These ideas cover three core elements of a successful pitch: process management, content development, and how to deliver a standout presentation. Each rule is supported by a tip or insight that offers a fast way to achieve your objectives. Chapter Six is all about don't take my word for it. This chapter brings in valuable learning via fourteen interviews with a range of communications industry experts. It is informative and often mind-blowing to hear the pitch related experiences and advice of agency search consultants, compensation experts, an ex P&G procurement executive, a negotiation trainer, the 4A's, the Association of National Advertisers, a silicon valley presentation guru, a leading agency strategist, an ex-Nike and W+K executive on building chemistry, an IP lawyer on who actually owns your pitch ideas, the CEO of a London advertising agency, and the CEO of an independent agency network who has been on both sides of the table. Finally, I've included insights about all too common agency pitch mistakes from 16 of the world's leading search consultants. I hope that you will find the book informative, insightful, occasionally humorous, and most importantly, a good read that ultimately results in

more wins for your company.

The Revolutionary Sales Approach Scientifically Proven to Dramatically Improve Your Sales and Business Success Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, The Science of Selling shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects the dots between science and situations salespeople and business leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers' emotions to increase their receptiveness to you and your ideas - Ask questions that line up with how the brain discloses information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them - Guide buyers through the necessary mental steps to make purchasing decisions Packed with advice and anecdotes, The Science of Selling is an essential resource for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot

The Pricing Workbook for Creatives is a step-by-step solution for the creative business problem of determining the right price for your work, time, energy, and effort on any creative project. The design of the workbook brings readers from a beginning mindset of only knowing what they need to eat and live to a mindset of knowing exactly what price will not only support their creative work, but help them plan for a fully supported professional creative life. The world does not need more starving artists; it needs more professional creatives who know how to price their work appropriately and grow their creative business. CAUTION: THIS WORKBOOK MAY MAKE YOU LIVE THE CREATIVE LIFE YOU'VE DREAMED OF! What kind of creatives benefit from The Pricing Workbook for Creatives? Photographers - Graphic Designers - Writers - Artists - Jewelry Makers - Illustrators - Comic Creators - Comedians - Speakers - Social Media Influencers - Unicorn Wranglers - Woodworkers - Astrologers - Coaches - Dancers - Actors - Musicians - Tour Guides - Gardeners - Landscapers - Feng Shui Consultants - Home Stagers - Interior Designers - Architects - Carpenters - Painters - Audio Engineers - Private Lesson Teachers - Buskers - Language Translators - Voice Over Actors - Singers - Furniture Makers - Stylists - Hairdressers - Fashion Designers - Cobblers - Event Planners - Chefs - Party Decorators - Bakers - Dog Sitters - Cake Decorators - Editors - Personal Organizers - Web Site Designers - Rug Makers - Knitters - Contortionists - Acrobats - Yoga Instructors - Sand Castle Sculptors - Meditation Teachers - Energy Healers - Reiki Practitioners - Tarot Readers - Ministers - Counselors - Psychologists - Social Justice Advocates - Teaching Artists - Harry Potter Wand Makers - Podcasters - YouTube Creators..... and creative people with talents the world has never even witnessed yet! —Reed Holden, founder, Holden Advisors Corp., www.holdenadvisors.com coauthor, The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making, Third Edition "With Pricing on Purpose, Ron Baker had made an enormous contribution to the better understanding of pricing that will be accessible to anyone who wants to learn. People are intrigued by instances of what they see as idiosyncratic pricing. Sometimes it is idiosyncratic, but oft-times it is fiendishly clever and well researched. So is this book. There are examples that at first sight seem to have nothing to do with the subject at hand, but the learning points are all made and explained in any number of interesting and memorable ways. Pricing on Purpose is a welcome and valuable addition to the learning on pricing and I recommend it to professional pricers, marketers, and anyone interested in capturing the value their business creates." —Eric G. Mitchell, President, Professional Pricing Society, www.pricingsociety.com "Ron Baker is what I'd call a 'thought giant.' In his first two books he literally began a revolution in the accounting and legal professions. Thousands of professionals in public practice now lead far better, more rewarding lives thanks to him. Now he's broadened his impact in a huge way. Read this book, implement the ideas and you'll never look at your prices or your pricing policies in the same way again. You'll be richer in many ways because of it." —Paul Dunn, founder and CEO, ResultsNet Australia, coauthor, The Firm of the Future: A Guide for Accountants, Lawyers, and Other Professional Services, www.resultsnetaustralia.com "As a reader of hundreds of business books, I am thrilled when I come across one that has something new to say. Pricing on Purpose does just that. Instead of presenting a set of feel-good items to check off a list, Ron Baker encourages us 'to think with him, not like him.' He methodically builds his argument leading us through the labyrinth of pricing theory and encourages us to look at pricing as the strategic tool that it is rather than taking the lazy cost-based tactical approach of most businesses. To paraphrase Karl Marx in terms of Baker's book, 'Cost-based pricing is the opium of business.'" —Ed Kless, Director, Partner Development and Recruitment, Sage Software "Baker has done it again! Building on the core principles that he advanced in Professional's Guide to Value Pricing and The Firm of the Future, Ron Baker has again evolved thought leadership on the critical dynamics of value and pricing. Baker's latest work, Pricing on Purpose: Creating and Capturing Value, provides real-world examples and practical strategies that provide a framework for pricing optimization. His clarity of purpose and passionate call to action resonates in today's intellectual capital economy." —Thomas Finneran, Executive Vice President, American Association of Advertising Agencies "We love this book! With detailed research, thorough references, and recommendations for further reading, this could be considered a textbook. That it is so readable and engaging is a triumph. The chapter providing the epitaph for cost-plus pricing is worth many times the price of this book. 'Got price-sensitive customers? Wonder why? Read and stop weeping. Who's in charge of value in your company?' Baker asks. If you can't immediately answer, you'd better read this book. Bravo, Baker!" —Paul O'Byrne and Paul Kennedy, partners, O'Byrne and Kennedy LLP, Chartered Accountants, United Kingdom, www.obk.co.uk "Ron Baker is nothing short of brilliant, and his enthusiasm for pricing is contagious. Pricing on Purpose will add more value to your firm than anything else you could do. As usual in Ron's books, he presents cutting-edge ideas. There is no greater value to your company than to read Pricing on Purpose and implement

its ideas." —Scott Abbott, entrepreneur, former regional business development, manager, BDO Dunwoody, LLP, Manitoba, Canada

Creative Strategy and the Business of Design Simon and Schuster

An informatively illustrated guide to business principles by a professor, entrepreneur, consultant, executive, and Harvard Business School graduate. Success in business—and in business school—calls for a broad knowledge base and the ability to turn it into action. This accessible book provides a thorough grounding in the principles most essential to the study and practice of business, from corporate organization to maintaining customer satisfaction. Lessons include: • key elements of organizational philosophy, structure, culture, and behavior • ways to grow a business in new and existing markets • why fast-growing companies may be chronically short on cash • how to manage and interpret data when weighing a decision • how to run a meeting most effectively • how social and environmental responsibility can be good for business 101 Things I Learned® in Business School will appeal to students seeking traction in a demanding curriculum, to self-made entrepreneurs looking to improve their business practices, and to seasoned professionals seeking a refresher on core principles.

In his New York Times bestseller *Steal Like an Artist*, Austin Kleon showed readers how to unlock their creativity by “stealing” from the community of other movers and shakers. Now, in an even more forward-thinking and necessary book, he shows how to take that critical next step on a creative journey—getting known. *Show Your Work!* is about why generosity trumps genius. It’s about getting findable, about using the network instead of wasting time “networking.” It’s not self-promotion, it’s self-discovery—let others into your process, then let them steal from you. Filled with illustrations, quotes, stories, and examples, *Show Your Work!* offers ten transformative rules for being open, generous, brave, productive. In chapters such as *You Don’t Have to Be a Genius*; *Share Something Small Every Day*; and *Stick Around*, Kleon creates a user’s manual for embracing the communal nature of creativity— what he calls the “ecology of talent.” From broader life lessons about work (you can’t find your voice if you don’t use it) to the etiquette of sharing—and the dangers of oversharing—to the practicalities of Internet life (build a good domain name; give credit when credit is due), it’s an inspiring manifesto for succeeding as any kind of artist or entrepreneur in the digital age.

THE WORKSHOP BOOK TEACHES YOU HOW TO RUN AN EFFECTIVE WORKSHOP - EFFORTLESSLY. Based on methods developed - and proven - in business, this highly visual and practical book will show readers how to design, lead and run effective workshops. The tools you need to design and lead successful workshops yourself Ways to enhance the collective intelligence of any team, keeping them focussed and engaged Tricks and tips for structuring time to generate maximum productivity in a limited session Advice on how to find inspiration and creativity to generate great ideas for any industry or brief Workshop fundamentals, so you can add your own flair

Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business.

Readers will learn how to develop skills to create the perfect presentation.

"If I could give an aspiring writer one piece of advice, it would be to read this book." — Hugh Howey, New York Times best selling author of *Wool* "Tim Grahl is fast becoming a legend, almost single-handedly changing the way authors around the world spread ideas and connect with readers. If you've got a book to promote, stop what you're doing right now and start reading *Your First 1000 Copies*." — Daniel H. Pink, New York Times bestselling author of *Drive* and *When* "Your First 1000 Copies is a must-read for authors trying to build a connection with their readers." — Dan Heath & Chip Heath, co-authors of *Made to Stick*, *Switch*, and *Decisive* "I watched in awe as Tim Grahl had 5 clients on the New York Times bestseller list in the same week. There is no one I trust more to learn about book marketing." - Pamela Slim, Author, *Body of Work* "Tim was an early pioneer in teaching book authors how Internet marketing actually works." - Hugh MacLeod, author of *Ignore Everybody* and *Evil Plans* Imagine if you had a direct connection with thousands of readers who loved reading your books. And imagine if those readers eagerly awaited the launch of your next book. How would that direct relationship with your readers change your writing career? How would you feel knowing that every time you started a new book project, you already had people excited to buy it and ready to recommend it to others? In *Your First 1000 Copies*, seasoned book marketing expert Tim Grahl walks you through how successful authors are using the online marketing tools to build their platform, connect with readers and sell more books. Tim has worked with over 100 different authors from top best sellers such as Hugh Howey, Daniel Pink, Barbara Corcoran Charles Duhigg, Chip and Dan Heath, Ramit Sethi and Pamela Slim to authors just get started on their first writing project. He has worked with authors across all fiction and non-fiction genres. Along with his client work, he has studied many other successful authors to learn what works and what doesn't. The result is *Your First 1000 Copies* where he walks you through the Connection System, a plan that every author can immediately start using. The plan looks like this: - Permission - How to open up communication with your readers where you can reliably engage them and invite them to be involved. - Content - How to use content to engage with current readers and connect with new ones. - Outreach - How to ethically and politely introduce yourself to new readers. - Sell - How all of these steps can naturally lead to book sales without being pushy or annoying This is a system that any author can immediately put in place to start building their platform. Whether you're a seasoned author looking to step into the new publishing landscape, or you're a brand new author, *Your First 1000 Copies* will give you the tools to connect with readers and sell more books.

The Business Skills Every Creative Needs! Remaining relevant as a creative professional takes more than creativity--you need to understand the language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. *Creative Strategy and the Business of Design* fills that void and teaches left-brain business skills to right-brain creative thinkers. Inside, you'll learn about the business objectives and marketing decisions that drive your creative work. The curtain's been pulled away as marketing-speak and business jargon are translated into tools to help you: Understand client requests from a business perspective Build a strategic framework to inspire visual concepts Increase your relevance in an evolving industry Redesign your portfolio to showcase strategic thinking Win new accounts and grow existing relationships You already have the creativity; now it's time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do.

Specialization is frightening. Everybody says you should specialize, but the decision feels arbitrary, overwhelming, or frightening. You see the benefits for others (their value proposition is so clear!), but can't see how to get your business there. If you're don't understand how specialization works If you aren't sure if specialization can help your indie consulting business If you don't know how to choose a specialization If you don't know what to do once you've specialized... then *The Positioning Manual for Indie Consultants* is for you. You'll learn: What marketing actually is (for indie consultants, not product companies) How specialization and positioning relate to marketing. The benefits and the risks of specializing in a platform What marketing infrastructure that helps you earn new visibility The way fundamental marketing labor realates to specialization How to choose the right beachhead for your business How to navigate the risk of specializing The tradeoffs In the 5 ways of specializing The valuable opportunity that

being *bad at marketing* presents We're doing good work. One day we decide want to do better work. This book is about how to get there. Specializing your indie consulting business has obvious benefits (visibility, momentum, impact, and profit) and non-obvious obstacles (fear, ineffective approach to deciding). This book helps you navigate those obstacles.

Sorry Spock, Emotions Drive Business presents scientific proof that creative advertising is better for the bottom line. Adam Morgan, a Senior Creative Director at Adobe, gives both creatives and marketers the ammo to prove the value of creativity to stakeholders. For decades, marketers have battled over the value of creative ideas. Some believe creativity adds more impact, others believe it's just window dressing. With data-driven marketing, the divide is only increasing. Today, more than ever, creative professionals need a concrete answer to the question, "Do creative ideas work better?" Fortunately, science has finally caught up. There is an answer that isn't based on subjective case studies. More than that, Adam shows how emotional ideas create experiences that are more effective and reveals why creativity is actually less risky for business. Sorry Spock, Emotions Drive Business shows readers how they can create the ideal experiences to improve their bottom line.

One of USA Today's "100 Books to Read While Stuck at Home During the Coronavirus Crisis" A dazzling gift, the unforgettable, unknown history of colors and the vivid stories behind them in a beautiful multi-colored volume. "Beautifully written . . . Full of anecdotes and fascinating research, this elegant compendium has all the answers." —NPR, Best Books of 2017 The Secret Lives of Color tells the unusual stories of seventy-five fascinating shades, dyes, and hues. From blonde to ginger, the brown that changed the way battles were fought to the white that protected against the plague, Picasso's blue period to the charcoal on the cave walls at Lascaux, acid yellow to kelly green, and from scarlet women to imperial purple, these surprising stories run like a bright thread throughout history. In this book, Kassia St. Clair has turned her lifelong obsession with colors and where they come from (whether Van Gogh's chrome yellow sunflowers or punk's fluorescent pink) into a unique study of human civilization. Across fashion and politics, art and war, the secret lives of color tell the vivid story of our culture. "This passionate and majestic compedium will leave you bathed in the gorgeous optics of light." —Elle

You don't need to be a genius, you just need to be yourself. That's the message from Austin Kleon, a young writer and artist who knows that creativity is everywhere, creativity is for everyone. A manifesto for the digital age, Steal Like an Artist is a guide whose positive message, graphic look and illustrations, exercises, and examples will put readers directly in touch with their artistic side. When Mr. Kleon was asked to address college students in upstate New York, he shaped his speech around the ten things he wished someone had told him when he was starting out. The talk went viral, and its author dug deeper into his own ideas to create Steal Like an Artist, the book. The result is inspiring, hip, original, practical, and entertaining. And filled with new truths about creativity: Nothing is original, so embrace influence, collect ideas, and remix and re-imagine to discover your own path. Follow your interests wherever they take you. Stay smart, stay out of debt, and risk being boring—the creative you will need to make room to be wild and daring in your imagination.

A short, sharp guide to tackling life's biggest challenges: understanding ourselves and making the right choices. Every day offers moments of decision, from what to eat for lunch to how to settle a dispute with a colleague. Still larger questions loom: How can I motivate my team? How can I work more efficiently? What is the long tail anyway? Whether you're a newly minted MBA, a chronic second-guesser, or just someone eager for a new vantage point, The Decision Book presents fifty models for better structuring, and subsequently understanding, life's steady challenges. Interactive and thought-provoking, this illustrated workbook offers succinct summaries of popular strategies, including the Rubber Band Model for dilemmas with many directions, the Personal Performance Model to test whether to change jobs, and the Black Swan Model to illustrate why experience doesn't guarantee wisdom. Packed with familiar tools like the Pareto Principle, the Prisoner's Dilemma, and an unusual exercise inspired by Warren Buffet, The Decision Book is the ideal reference for flexible thinkers.

Communicate in a Crisis is the definitive guide for any PR or marketing professional to recognize, plan and respond to a sudden wildfire of consumer-led reaction, 'manipulated outrage' sparked from interaction on news feed algorithms, fuelled by social media and the constant demand for an instantaneous response. This book turns the traditional crisis management approach on its head, starting by understanding changing consumer behaviours and the new 'threat' for brands, then outlining practical steps to prepare, synchronize and execute a coordinated brand response across all channels - under pressure. It reveals why we love to hate our favourite brands, how to recognize a day to day problem from a crisis, and offers valuable advice, such as using influencers and brand advocates to address social media trolls, rumours and the impact of fake news. With unique case studies, interviews and anecdotes from global leaders, Communicate in a Crisis will embed a bottom-up culture of long-term reputation management, always ready to face the unexpected.

It's not the best companies that prevail in the marketplace, but rather the best brands. The goal of business strategy is not just to be better, but different. Learn how to build a differentiating value proposition by clearly and carefully defining your brand boundaries: Calling, Competencies, Customers, and Culture. Positioning for Professionals shows how a well-defined value proposition can help professional service firms create their own success instead of copying the success of others, including such concepts as: How and why professional service brands become homogenized Why standing for everything is the same as standing for nothing Why there's no such thing as full service Deep and narrow as a strategic imperative Why it's better to be a profit leader than a market leader Differentiation and price premiums How to map your brand on the matrix of relevance and differentiation How to define a value proposition that will make your firm intensely appealing to the customers who want you for what you do best Based on the proven premise that the most profitable business strategy is not to aim at the center of the market, but rather at the edges, Positioning for Professionals is written for leaders, managers, and other senior executives of service companies in with a particular emphasis on professional service firms.

The brilliant creator of NPR's Planet Money podcast and award-winning New Yorker staff writer explains our current economy: laying out its internal logic and revealing the transformative hope it offers for millions of people to thrive as they never have before. Contrary to what you may have heard, the middle class is not dying and robots are not stealing our jobs. In fact, writes Adam Davidson—one of our leading public voices on economic issues—the twenty-first-century economic paradigm offers new ways of making

money, fresh paths toward professional fulfillment, and unprecedented opportunities for curious, ambitious individuals to combine the things they love with their careers. Drawing on the stories of average people doing exactly this—an accountant overturning his industry, a sweatshop owner's daughter fighting for better working conditions, an Amish craftsman meeting the technological needs of Amish farmers—as well as the latest academic research, Davidson shows us how the twentieth-century economy of scale has given way in this century to an economy of passion. He makes clear, too, that though the adjustment has brought measures of dislocation, confusion, and even panic, these are most often the result of a lack of understanding. The Passion Economy delineates the ground rules of the new economy, and armed with these, we begin to see how we can succeed in it according to its own terms—intimacy, insight, attention, automation, and, of course, passion. An indispensable road map and a refreshingly optimistic take on our economic future.

You can change your company's culture. Organizational culture often feels like something that has a life of its own. But leaders are the stewards of a company's culture and have the power to shape and even change it. If you read nothing else on building a better organizational culture, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you identify where your culture can be improved, communicate change, and anticipate and address implementation challenges. This book will inspire you to: See what your company culture is currently like--and what it could be Explore your company's emotional culture Gather input on what needs to be fixed or initiated Improve collaboration Foster a culture of trust Articulate the new culture's mission, values, and expectations Deal with resistance and roadblocks This collection of articles includes "The Leader's Guide to Corporate Culture," by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; "Manage Your Emotional Culture," by Sigal Barsade and Olivia A. O'Neill; "The Neuroscience of Trust," by Paul J. Zak; "Creating a Purpose-Driven Organization," by Robert E. Quinn and Anjan V. Thakor; "Creating the Best Workplace on Earth," by Rob Goffee and Gareth Jones; "Cultural Change That Sticks," by Jon R. Katzenbach, Ilona Steffen, and Caroline Kronley; "How to Build a Culture of Originality," by Adam Grant; "When Culture Doesn't Translate," by Erin Meyer; "Culture Is Not the Culprit," by Jay W. Lorsch and Emily Gandhi; "Conquering a Culture of Indecision," by Ram Charan; and "Radical Change, the Quiet Way," by Debra E. Meyerson.

In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, outmanoeuvre, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, *The Brand Gap* (AIGA/New Riders), Neumeier showed companies how to bridge the distance between business strategy and design. In his latest book *Zag*, he illustrates the first big step in building a high-performance brand-radical differentiation.

Praise for *IMPLEMENTING VALUE PRICING A Radical Business Model for Professional Firms* "Ron Baker is the most prolific and best writer when it comes to pricing services. This is a must-read for executives and partners in small to large firms. Ron provides the basics, the advanced ideas, the workbooks, the case studies—everything. This is a must-have and a terrific book." —Reed K. Holden founder and CEO, Holden Advisors, Corp., Associate Professor, Columbia University www.holdenadvisors.com "We've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writer—he's a mover and a shaker on a mission. This is the End of Time! Brilliant." —Paul Dunn Chairman, B1G1® www.b1g1.com "Implementing Value Pricing is a powerful blend of theory, strategy, and tactics. Ron Baker's most recent offering is ambitious in scope, exploring topics that include economic theory, customer orientation, value identification, service positioning, and pricing strategy. He weaves all of them together seamlessly, and includes numerous examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to me—and to my customers—have been immediate, significant, and ongoing." —Brent Uren Principal, Valuation & Business Modeling Ernst & Young® www.ey.com "Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. Implementing Value Pricing is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, *Revenue Management: Hard-Core Tactics for Market Domination*

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

This book by A. Ralph Epperson purports to uncover hidden and sinister meanings behind all the symbols found on the Great Seal of the United States, committing America to "A Secret Destiny."

You are a great designer, but no-one knows. Now what? This indispensable book, written by one of the most influential marketers in architecture, will demystify Public Relations and marketing for all architects, whether in large practices or practicing as sole practitioners. It bridges the distance between architects and marketing by giving practical tips, best practice and anecdotes from an author with 20 years' experience in architecture marketing. It explains all aspects of PR and Business Development for architects: for example, how to write a good press release; how to make a fee proposal; how to prepare for a pitch. It gives examples of how others do it well, and the pitfalls to avoid. In addition, it discusses more general aspects which are linked to PR and

BD, such as being a good employer, ethics for architects and the challenges when working abroad. Featuring vital insights from a wide variety of architects, from multinational practices to small offices, this book is an essential companion to any architectural office.

Whether you're looking for clients, investors, or employees, you need to know how to pitch your products, services, and ideas in a way that is most likely to secure you the deal. Justin Cohen's internationally acclaimed six-step formula is designed to do just that. Having taught and refined his 'Pitch To Win' programme for five years, and having helped win numerous multimillion-dollar deals in that time, Justin now shares his secrets for success in the Pitch To Win book. In it he reveals: The number one reason a winning pitch gets chosen over the competition. The mindset of people who win the most pitches. A step by step guide to creating and delivering a winning pitch script. How to reduce nervousness and develop 'big pitch temperament.' How to win without being "salesy." How to win with integrity, by living your purpose.

Great things don't happen in a vacuum. But creating an environment for creative thinking and innovation can be a daunting challenge. How can you make it happen at your company? The answer may surprise you: gamestorming. This book includes more than 80 games to help you break down barriers, communicate better, and generate new ideas, insights, and strategies. The authors have identified tools and techniques from some of the world's most innovative professionals, whose teams collaborate and make great things happen. This book is the result: a unique collection of games that encourage engagement and creativity while bringing more structure and clarity to the workplace. Find out why -- and how -- with Gamestorming. Overcome conflict and increase engagement with team-oriented games Improve collaboration and communication in cross-disciplinary teams with visual-thinking techniques Improve understanding by role-playing customer and user experiences Generate better ideas and more of them, faster than ever before Shorten meetings and make them more productive Simulate and explore complex systems, interactions, and dynamics Identify a problem's root cause, and find the paths that point toward a solution

And . . . Action! If a message feels important enough for video, it's likely because you want to move the audience to action—potential investors to take a stake in your company, current employees to embrace a new initiative, prospective employees to bring their talents to your organization. Your video can help you inspire your tribe—the people you want to influence—to take action. But if you want them to do more than listen, your audience needs to feel an authentic connection with you. Veteran filmmaker Vern Oakley offers strategies that can help you relax and be their best, authentic self in front of the camera. The return on investment will be a stronger connection to those you want to reach; heightened respect, prestige, and interest in their organization; a stronger brand; and a longer-lasting legacy. ?Leadership in Focus is a comprehensive, entertaining guide for leaders who realize that it's not just what you say on camera that's important—it's how you say it. Whether a CEO, middle manager, or budding entrepreneur making YouTube videos to influence their tribe, this book will help them rally others around a message.

The world's economy has been transformed from a twentieth-century materials-based economy to the Age of the Knowledge-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 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 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 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 Enterprise: Business in the Knowledge Economy, the popular radio show on Voice America's Business Channel, The Soul of Enterprise: Dialogues on Business in the Knowledge 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 three components of Intellectual Capital - human capital, social capital, and structural capital - and how to leverage them to create wealth in today's economy, 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 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 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 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 readers to unlock the enormous financial and competitive power hidden in the intellectual capital of their organizations and knowledge workers."

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