

Disciplined Entrepreneurship
24 Steps to a Successful Startup

Bill Aulet

9788126571642

Business, Finance & Management > Entrepreneurship

Wiley | Rs 599 | 288pp | HB

January 05, 2018

24 Steps to Success!

Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special – they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply.

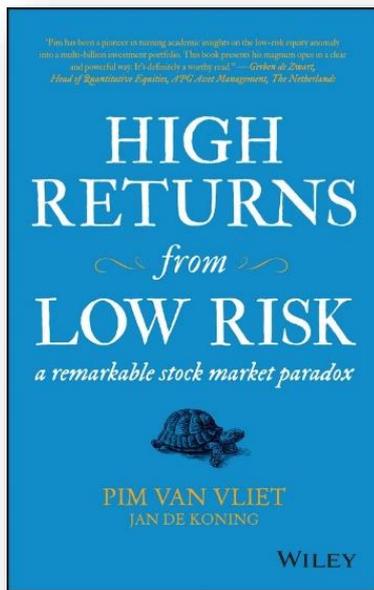
You will learn:

- Why the "F" word – focus – is crucial to a startup's success
- Common obstacles that entrepreneurs face – and how to overcome them
- How to use innovation to stand out in the crowd – it's not just about technology

Whether you're a first-time or repeat entrepreneur, *Disciplined Entrepreneurship* gives you the tools you need to improve your odds of making a product people want.

Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management.

Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. Prior to joining MIT, he had a 25-year track record of success in business, from his start at IBM to his experience as a serial entrepreneur. He started and ran Cambridge Decision Dynamics and SensAble Technologies. He works around the world with entrepreneurs, small companies, large companies, and governments to promote innovation-driven entrepreneurship.



High Returns from Low Risk A Remarkable Stock Market Paradox

Pim van Vliet

9788126571567

Business, Finance & Management > Investments > Stocks

Wiley | Rs 499 | 164pp | HB | Demy
January 05, 2018

Believing "high-risk equals high-reward" is holding your portfolio hostage

High Returns from Low Risk proves that low-volatility, low-risk portfolios beat high-volatility portfolios hands down, and shows you how to take advantage of this paradox to dramatically improve your returns. Investors traditionally view low-risk stocks as safe but unprofitable, but this old canard is based on a flawed premise; it fails to see beyond the monthly horizon, and ignores compounding returns. This book updates the thinking and brings reality to modelling to show how low-risk stocks actually outperform high-risk stocks by an order of magnitude. Easy to read and easy to implement, the plan presented here will help you construct a portfolio that delivers higher returns per unit of risk, and explains how to achieve excellent investment results over the long term.

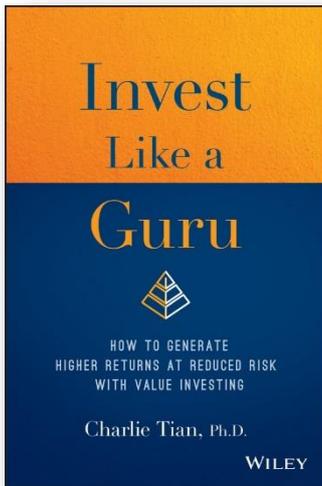
Do you still believe that investors are rewarded for bearing risk, and that the higher the risk, the greater the reward? That old axiom is holding you back, and it is time to start seeing the whole picture. This book shows you, through deep historical simulation, how to reap the rewards of smarter investing.

- Learn how and why low-risk, low-volatility stocks beat the market
- Discover the formula that outperforms Greenblatt's
- Construct your own low-risk portfolio
- Select the right ETF or low-risk fund to manage your money

Great returns and lower risk sound like a winning combination — what happens once everyone is doing it? The beauty of the low-risk strategy is that it continues to work even after the paradox is widely known; long-term investment success is possible for anyone who can shake off the entrenched wisdom and go low-risk. *High Returns from Low Risk* provides the proof, model and strategy to reign in your exposure while raking in the profit.

PIM VAN VLIET, PHD, is the Founder and fund manager of the multi-billion dollar Conservative Equity funds at Robeco. These low-risk funds are based on academic research and provide investors with a stable source of income from the stock market. Pim is a guest lecturer at several universities, the author of numerous financial publications and travels the world advocating low-volatility investing.

JAN DE KONING, CFA, CAIA, CMT is an investment specialist for Robeco's quantitative equities strategies and conducts client and consultant meetings, speaks at conferences, and gives seminars on low-volatility investing. In the past, he published regular investment updates and was an investment advisor, portfolio manager and fiduciary manager for institutional investors.



Invest Like a Guru

How to Generate Higher Returns At Reduced Risk With Value Investing

Charlie Tian

9788126571574

Business, Finance & Management > Investments > Stocks

Wiley | Rs 499 | 224pp | HB | Royal
January 05, 2018

Adopt the investment strategy that built Warren Buffett's fortune

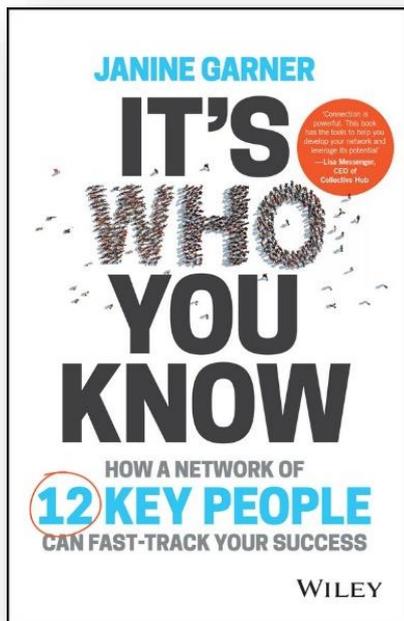
Invest Like a Guru provides an invaluable resource for high-quality-focused value investing, with expert insight and practical tools for implementation. Written by the man behind GuruFocus.com, this book expands on the site's value strategies and research tools to provide a primer for those exploring pathways to higher returns at lower risk. The book begins with an insightful explanation of high-quality-focused value investing concepts, then quickly moves into practical, detailed guidance on analysis, valuation, key factors, and risks to avoid. Case studies demonstrate real-world application of various analysis methods, and the discussion walks you through important calculations using real examples. Author Charlie Tian draws upon his own experiences and lessons learned to provide true insight on high-quality-focused value investing as a strategy, providing both reference and expert advice in this singularly useful guide.

Warren Buffett once said, "I would rather buy good companies at fair prices than buy fair companies at good prices." That's how he built his fortune, and his method is what we now call high-quality-focused value investing. This book shows you how to determine what constitutes "good companies" and "fair prices," with practical tools for real-world application.

- Learn the principles and concepts of high-quality-focused value investing
- Understand the analysis process and valuation of prospective investments
- Avoid the value traps that can trigger permanent losses
- Study clear examples of key ratios and calculations

We can't *all* become the next Warren Buffett, but we *can* boost returns while reducing risk using the right investment strategy. High-quality-focused value investing provides a path to profit, and *Invest Like a Guru* is the one-of-a-kind guidebook for getting on track.

Charlie Tian, PhD, is the founder and CEO of the value-investing website GuruFocus.com. He is the creator of the website's value screeners, strategies, and research tools, which are used by more than half a million investors monthly, as well as professors and students from more than 100 universities worldwide.



It's Who You Know
How a Network of 12 Key People Can
Fast-track Your Success

Janine Garner

9788126571581

Business, Finance & Management > Business

Wiley | Rs 299 | 256pp | PB | Demy
January 05, 2018

Meet the twelve people that can accelerate your success – in business and in life

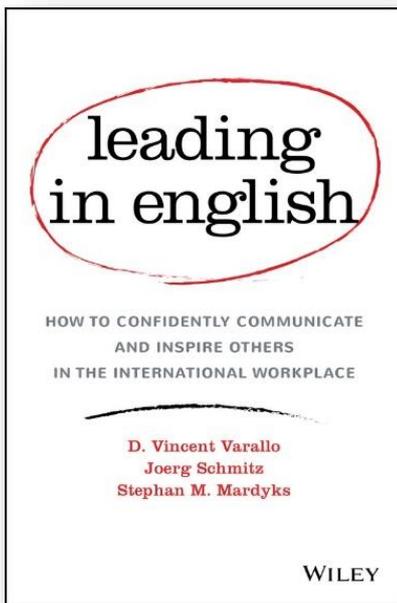
It's Who You Know is the long-awaited handbook to effective, productive and influential networking. Having the right relationships is more important than ever before, but digital connectivity and social media has changed the landscape. Social media has made networking easy, but has it made it better? In an age of digital disconnect, having the right relationships is more important than ever before with more and more of us reporting we feel disconnected from social media. Networking is no longer about collecting business cards and meeting thousands of people online or offline; it's about knowing the *right* people, and nurturing those relationships. You only need 12 – or even just four. Approached strategically, this comparatively small network will provide the strength, diversity and opportunities to help you achieve your personal and professional goals. This book shows you who you need to know, how to get to know them and how to make value a two-way street. Action plans, checklists and an online diagnostic tool help you start taking steps right away, and the emphasis on "doing" over endless planning gives you the motivation you need to get up and go.

The old adage "It's not what you know; it's who you know" has never been more applicable than it is today. The problem is that many of us "know" thousands of people across social networks, but how many of those people truly know you and how many of them are truly connected to you? It's time to clear out the network clutter and identify those who actually add value to your professional and personal development.

- Master the art of real and influential strategic networking in a noisy and disconnected online world
- Learn who you *need* in your circle, and how to find them
- Nurture and maintain your professional relationships
- Leverage your power network to accelerate your career

Today, jobs are filled before they're advertised and previously unthought-of collaborations appear out of nowhere. Networking has become a critical factor for success. *It's Who You Know* brings networking into the modern era, and shows you a strategic approach to making it work for you.

JANINE GARNER is a leading international expert on leadership, influence and collaboration, the author of *From Me to We*, and the founder and CEO of LBDGroup. She is a sought after speaker, trainer and mentor who works with Fortune 500's and who has helped launch and reinvigorate top brands, including Hewlett Packard, Westpac, CISCO, Scentre Group, CBRE and Ralph Lauren.



Leading in English

How to Confidently Communicate and Inspire Others
in the International Workplace

D. Vincent Varallo

9788126571598

Business, Finance & Management > Communication

Wiley | Rs 499 | 192pp | HB | Royal
January 05, 2018

A Guide for English communication amongst international professionals

Leading in English provides a valuable resource for more effective international business communication. Whether you're a non-native English speaker working in English every day, or a native speaker working with non-native speakers, this book levels the playing field with a host of insights and tips using real-time examples. Through shared experiences and an engaging narrative, you'll gain confidence as you build the skills you need to communicate more effectively in the workplace. Impart information, relate to coworkers, or just have a friendly chat—this book helps remove uncertainty and streamline interactions. Whether language is a small stumbling block or a large hurdle in your workplace, this book can help you overcome the issues and be happier, more confident, and more effective at your job.

Communication is tremendously important in the workplace. When English presents a barrier, removing that obstacle must be priority number one. This book helps you do that, with expert insight, practical tips, and a bit of humor to help shift your perspective.

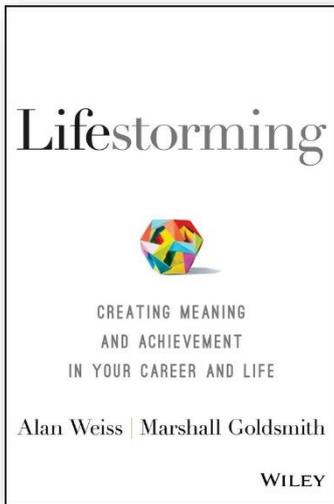
- Boost your confidence as a non-native English speaker
- Work more effectively with coworkers and clients
- Speak more confidently to an international audience
- Strengthen your communication skills in all areas

In the course of a single work day, you have many one-to-one conversations, several group conversations, and maybe even a presentation or two—wouldn't it be nice to know that you've been heard, understood, and correctly interpreted? English is a tricky language, but there are ways around the issues that tend to trip up non-native speakers. *Leading in English* shows you how to clear the air and communicate more effectively at any level of English proficiency.

D. VINCENT VARALLO, is the cofounder and CEO of Lead in English. He consults for global companies and coaches international executives to help them become stronger communicators.

JOERG SCHMITZ is a Managing partner at ThomasLeland and an anthropologist specializing in turning the study of culture and interaction dynamics in complex organizational environments into result-driven solutions.

STEPHAN M. MARDYKS is CEO of SMCOV, a world leader in learning and development solutions across eighty countries, as well as a Manager Partner at ThomasLeland.



Lifestorming

Creating Meaning and Achievement
in Your Career and Life

Alan Weiss, Marshall Goldsmith

9788126571604

Business, Finance & Management > Motivational

Wiley | Rs 499 | 208pp | HB

January 05, 2018

Revamp your life to grow, evolve, and become who you want to be

Lifestorming is the indispensably practical handbook for becoming the person you want to be. Redesign your life, friends, behaviors, and beliefs to move closer to your goals every single day, guided by expert insight and deep introspection. Written by a veteran author team behind almost 100 books on human behavior, this guide helps you learn why you do things the way you do them, and how to do them *better*. The Lifestorming Test allows you to assess your current state in concrete terms, and assess your ability to change and adapt — from there, it's about identifying people, actions, habits, and beliefs that either support your personal and professional growth or hold you back. You'll learn the six building blocks of character, challenge your belief system, develop a leadership mindset, and overcome the fear and guilt of success. You'll map out an action plan, and learn how to continually move forward at work, at home, and in everyday life.

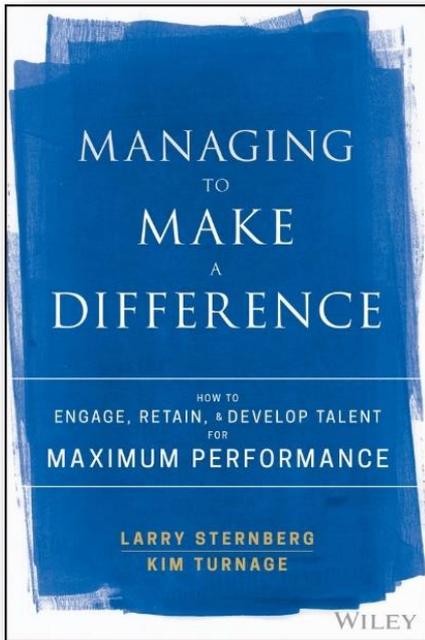
We often don't realize how much of our natural default is established by others. Whose goals are you working toward? Are you measuring your progress with the correct yardstick? This book shows you how to take a step back and compare your life today with the future you want — and build a plan for changing track toward constant evolution and growth.

- Assess your current state and your capacity for change
- Develop the right goals and the right metrics to create the future you want
- Learn how character evolves, and why it's essential to growth
- Change your habits and behaviors to consistently grow and evolve

We all carry around old baggage, obsolete "friendships", and counterproductive beliefs — and every day, they pull us a little further away from what we really want. *Lifestorming* is your real-world guide to shedding the stagnation, and allowing yourself to grow into the person you want to become.

Alan Weiss is an acclaimed consultant, speaker, and author. His consulting firm, Summit Consulting Group, Inc., has attracted clients that include more than 500 leading organizations. He has published more than 500 articles and 60 books, including the bestselling *Million Dollar Consulting*.

Marshall Goldsmith is an executive coach and business educator. His mission is to help successful leaders achieve positive, lasting change in behavior; for themselves, their people, and their teams. He is the author or coauthor of *Triggers, What Got You Here Won't Get You There*, and *Mojo*, among others.



Managing to Make a Difference
How to Engage, Retain, and Develop Talent
for Maximum Performance

Larry Sternberg

9788126571680

Business, Finance & Management > Human Resources & Personnel Management

Wiley | Rs 599 | 320pp | HB | Royal
January 05, 2018

A practical, real-world training manual for mid-level management

Managing to Make a Difference presents a leadership guide for those in the middle. The C-suite has a wealth of resources for leadership guidance, but middle managers face a quandary: often given little guidance on how to excel, they are also under enormous pressure to do a variety of things *other* than "lead." This book provides much-needed tools and techniques for building a high-performing team—without letting your other duties suffer. Organized around a coherent philosophy and based on solid research, the discussion offers a roadmap to engagement, talent development, and excellence in management. From difficult situations and organizational challenges to everyday motivation and inspiration, these techniques help middle managers achieve the goals of their organization while empowering their workers to achieve their own.

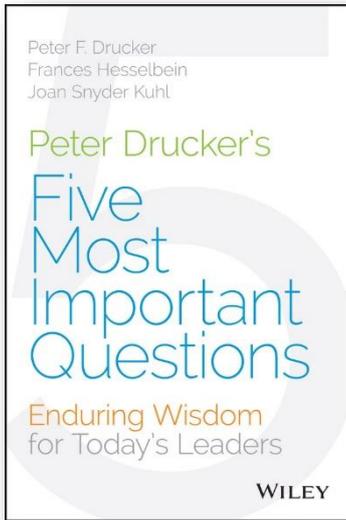
Talent development is probably not your full-time job—yet it drives the engagement that results in high performance. This book shows you how to hit the "sweet spot" of middle management, with a host of tools and strategies to help you help your team shine.

- Motivate, inspire, and lead your team with confidence
- Manage through challenges and overcome obstacles
- Develop key talent and maintain high engagement
- Adopt practical management tools based on substantiated research

Most organizations direct the majority of their development resources to the C-suite, but still expect their mid-level managers to attract, engage, retain, and develop talent; but successfully juggling everyday duties while maintaining team performance and leading around roadblocks leaves little room for management planning. *Managing to Make a Difference* offers the solution in the form of tools, techniques, and practical strategy for a high performing team.

LARRY STERNBERG is a Talent Plus Fellow and on the Board of Directors. He has designed and conducted training programs on a variety of topics for thousands of executives and managers and has served as a facilitator for numerous organizations to articulate their mission, vision, and values. His areas of expertise include selection, training and development, employee engagement, empowerment, self-directed work teams, strength management, and leading change.

KIM TURNAGE has spent her career figuring out where people naturally excel and connecting them with opportunities to stretch those talents. A natural teacher and coach, she works as a senior leadership consultant with Talent Plus, helping global client partners with the selection, development, retention, and succession planning of top leadership talent



PETER DRUCKER'S
Five Most Important Questions
Enduring Wisdom for Today's Leaders

Peter F. Drucker

9788126571673

Business, Finance & Management > Leadership

Wiley | Rs 199 | 144pp | PB
January 05, 2018

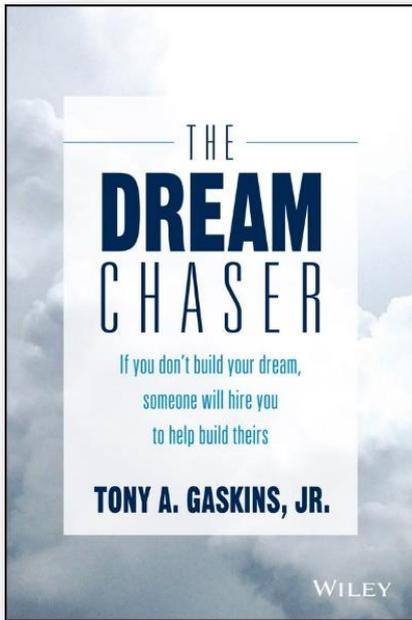
Enduring Management Wisdom for Today's Leaders From Peter F. Drucker.

Peter Drucker's Five Most Important Questions provides insightful guidance and stirring inspiration for today's leaders and entrepreneurs. By applying Drucker's leadership framework in the present context of today's leaders and those who lead with them, this book is an essential resource for people leading, managing and working in all three sectors—public, private and social. Readers will gain new perspectives and develop a solid foundation upon which to build a successful and bright future. They will learn how to focus on why they are doing what they're doing, how to do it better, and how to develop a realistic, motivational plan for achieving their goals. This brief, clear, and accessible guide — peppered with commentary from distinguished management gurus, contemporary entrepreneurs and dynamic millennial leaders — will challenge readers and stimulate spirited discussion and action within any organization, inspiring positive change and new levels of excellence. In addition to contributions from Jim Collins, Marshall Goldsmith, and Judith Rodin, the book features new insights from some of today's most influential leaders in business (GE and Salesforce.com), academia (Harvard Business School and Northwestern University), social enterprise (Levo League, Pencils of Promise and Why Millennials Matter) and the military (United States Military Academy), who have been directly influenced by Drucker's theory of management.

The late **PETER F. DRUCKER** (1909-2005), known worldwide as the "Father of Modern Management," was a professor, management consultant, and writer. Drucker directly influenced a huge number of leaders from a wide range of organizations across all sectors of society. Among them: General Electric, IBM, Intel, Procter & Gamble, Girl Scouts of the USA, The Salvation Army, Red Cross, United Farm Workers, and several presidential administrations.

FRANCES HESSELBEIN, a Presidential Medal of Freedom recipient, is the president and CEO of the Frances Hesselbein Leadership Institute (formerly the Leader to Leader Institute) and editor-in-chief of the award-winning quarterly journal, *Leader to Leader*, as well as co-editor of 27 books translated into 29 languages.

JOAN SNYDER KUHL, founder of *Why Millennials Matter*, is an international speaker, leadership trainer, and consultant specializing in global talent development and generational engagement strategies.



The Dream Chaser

If You Don't Build Your Dream, Someone Will Hire You to Help Build Theirs

Tony A. Gaskins Jr.

9788126571611

Business, Finance & Management > Personal Success

Wiley | Rs 599 | 272pp | HB | Royal
January 05, 2018

Build your vision, work with purpose, and live the life of your dreams

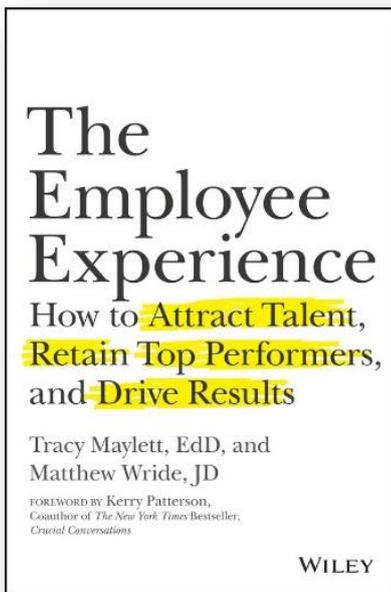
The Dream Chaser shows you how to step out of the day-to-day grind and start creating the life you want. Does your daily effort at work build *your* dream, or someone else's? Do you do your job for the paycheck or the fulfillment? It's possible to have both, and this book shows you how to get there. The key is in following your passion and purpose. You have a natural-born talent—whether you know it or not—that can make the world a better place. You have a unique story and vision that can lead you to the life you love. Purpose-minded entrepreneurs are changing the world every day, living and working with passion and excitement. This book shows you how to stay focused on your goals, build a solid hands-on strategy, leverage your talents and abilities, and build a business that benefits the world.

Your ideal life is not going to appear out of the blue. You have to actively build it yourself; but first you need to realize just what you're capable of, and then you need to set yourself up for success. This guide shows you how to begin that journey of a lifetime.

- Follow your passion to achieve success
- Play to your strengths in strategy and execution
- Stay focused amidst distractions and obstacles
- Build the life and business you've always wanted

Your dreams, goals, and purpose matter, and it's time to start making them a priority. When you work from a place of passion, drive and strength come from within; you become an unstoppable force, and every day is an adventure in its own way. *The Dream Chaser* shows you how to start living your *real* life, starting today.

TONY A. GASKINS, JR. is a motivational speaker, author, and life coach who has been featured on several globally televised shows. He has traveled the world to share the insights of his ruin-to-riches journey to a globally diverse audience, including university students, church congregations, and players and staff at major sports organizations. He is the author of numerous books, including *The New Guy Code*, *Mrs. Right*, and *CEO of Me Workbook*.



The Employee Experience

How to Attract Talent, Retain Top Performers,
and Drive Results

Tracy Maylett

9788126571628

Business, Finance & Management > Business Development

Wiley | Rs 499 | 240pp | HB

January 05, 2018

Ever notice how companies with the best service also have the happiest employees? That's no accident.

Do you want to build a strong, successful organization? Start by ignoring your customers. *Really*. Instead, focus first on creating a better employee experience, or EX. Your employees interact with customers, make them smile, and carry your brand message from the warehouse to the front lines. If your employees are having a great experience, so will your customers.

In *The Employee Experience*, employee engagement pioneers Tracy Maylett and Matthew Wride reveal the secrets not only to attracting and retaining top talent, but to building a deeply engaged workforce—the foundation of organizational success. With deep insights into the dynamics of trust and mutual expectations, this book shows that before you can deliver a transcendent customer experience (CX), you must first build a superlative EX.

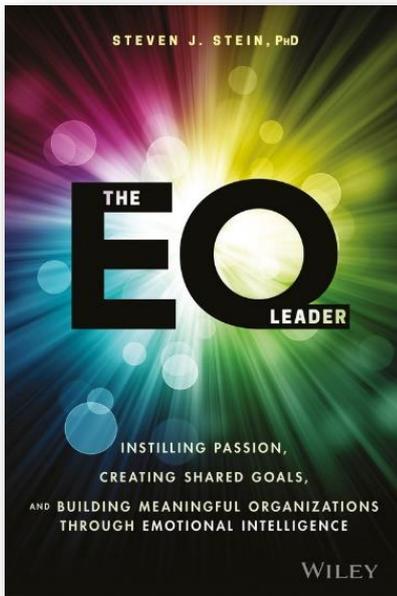
With real-world examples and more than 24 million employee survey responses, Maylett and Wride reveal a clear, consistent pattern among the world's most successful organizations. By establishing a clear set of expectations and promises—collectively known as the Contract—and upholding it consistently, employers can build the trust that leads to powerful engagement. Whether in business, healthcare, education, sports, or nonprofit, these organizations are consistently more successful and more profitable, enjoy sustainable growth, and win the battle to keep today's rarest resource: talented people. Blending rigorous research, detailed case studies, in-depth interviews and expert insights, *The Employee Experience* will teach you to:

- Make the employee experience a core part of your strategy
- Understand employee expectations and bridge the "Expectation Gap"
- Establish rock-solid Brand, Transactional, and Psychological Contracts that breed trust and confidence
- Build an employee-employer partnership in creating something extraordinary
- Turn employee engagement into fuel for customer satisfaction, profit, and growth

Attracting talent, retaining top performers, and creating an environment in which employees choose to engage drives results. *The Employee Experience* shows you where truly extraordinary organizations begin...and how to build one.

TRACY MAYLETT, Ed.D, SPHR, SHRM-SCP, is the CEO of DecisionWise, where he currently advises leaders across the globe in leadership, change, and employee engagement. Maylett holds a doctorate from Pepperdine University and an MBA from BYU. He is a recognized author, and teaches in the Marriott School of Management at Brigham Young University.

MATTHEW WRIDE, JD, PHR, is the COO of DecisionWise. With an extensive business background, Wride brings a fresh approach to organization development and leadership consulting. He is passionate about helping leaders create winning employee experiences. Wride holds a JD from Willamette University and a master's degree from the University of Washington. For over two decades, DecisionWise has advised organizations and leaders in more than seventy countries on leadership, assessment, talent, organization development, and the employee experience. Visit us online at www.decision-wise.com.



The EQ Leader

Instilling Passion, Creating Shared Goals,
and Building Meaningful Organizations through
Emotional Intelligence

Steven J. Stein

9788126571635

Business, Finance & Management > Leadership

Wiley | Rs 599 | 368pp | HB
January 05, 2018

A roadmap to success for tomorrow's leaders

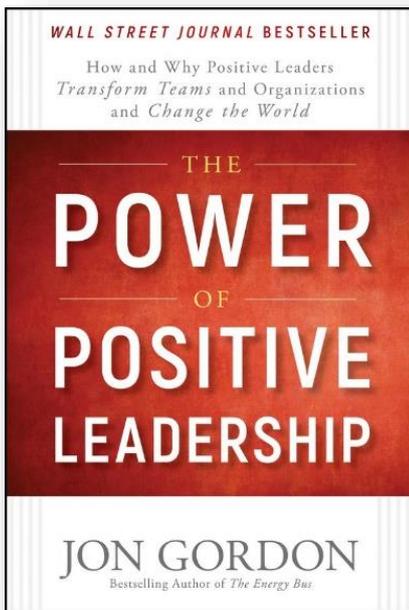
The EQ Leader provides an evidence-based model for exceptional leadership, and a four-pillar roadmap for real-world practice. Data collected from thousands of the world's best leaders—and their subordinates—reveals the keys to success: authenticity, coaching, insight, and innovation. By incorporating these methods into their everyday workflow, these leaders have propelled their teams to heights great enough to highlight the divide between successful and not-so-successful leadership. This book shows you how to put these key factors to work in your own practice, with clear examples and concrete steps for improving skills and competencies. New data from the author's own research into executive functioning describes the neurological aspects of leadership, and a deep look at the leaders of tomorrow delves into the fundamental differences that set them apart—and fuel their achievement.

Leadership is changing, both in look and practice; strictly authoritative approaches are quickly losing ground as today's workers discover the power of collaboration and the importance of interpersonal awareness. This book provides step-by-step guidance for leading from within this space, with evidence-based approaches for success.

- Lead authentically to inspire and motivate others
- Support employee's needs and nurture development
- Communicate with purpose, meaning, and vision
- Foster ingenuity, imagination, and autonomous thinking

An organization's success rests on the backs of its leadership. At all levels, true leadership is about much more than management and task distribution—it's about commitment, collaboration, nurturing talent, developing skills, fostering relationships, and so much more. *The EQ Leader* integrates the essential factors of successful leadership into a concrete blueprint for the future's leaders.

STEVEN J. STEIN, PHD, is a clinical psychologist and the founder and CEO of Multi-Health Systems (MHS), Inc., a leading publisher of scientifically validated assessments. He is a former chair of the Psychology Foundation of Canada, former president of the Ontario Psychological Association, and former assistant professor in the Department of Psychiatry at the University of Toronto. He teaches at the Directors College of Canada, a university-accredited corporate director education program.



The Power of Positive Leadership
How and Why Positive Leaders Transform Teams and
Organizations and Change the World

Jon Gordon

9788126571659

Business, Finance & Management > Leadership

Wiley | Rs 499 | 208pp | HB | Demy

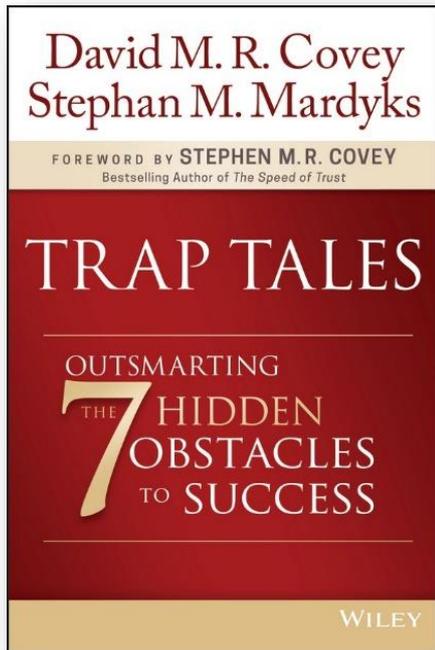
January 05, 2018

We are not positive because life is easy. We are positive because life can be hard. As a leader, you will face numerous obstacles, negativity, and tests. There will be times when it seems as if everything in the world is conspiring against you and your vision seems more like a fantasy than a reality. That's why positive leadership is essential! Positive leadership is not about fake positivity. It is the real stuff that makes great leaders great. The research is clear. Being a positive leader is not just a nice way to lead. It's the way to lead if you want to build a great culture, unite your organization in the face of adversity, develop a connected and committed team and achieve excellence and superior results.

Since writing the mega best seller *The Energy Bus*, Jon Gordon has worked and consulted with leaders who have transformed their companies, organizations and schools, won national championships and are currently changing the world. He has also interviewed some of the greatest leaders of our time and researched many positive leaders throughout history and discovered their paths to success. In this pioneering book Jon Gordon shares what he has learned and provides a comprehensive framework on positive leadership filled with proven principles, compelling stories, practical ideas and practices that will help anyone become a positive leader.

There is a power associated with positive leadership and you can start benefiting yourself and your team with it today.

JON GORDON is the author of numerous bestselling books and his inspirational talks have motivated audiences around the world. His principles have been put to the test by countless Fortune 500 companies, school districts, hospitals, sports teams, and nonprofits. Jon invites you to visit and connect with him at JonGordon.com or on Twitter @JonGordon11.



Trap Tales

Outsmarting the 7 Hidden Obstacles to Success

David M. R. Covey, Stephan M. Mardyks

9788126571666

Business, Finance & Management > Decision-Making & Problem Solving

Wiley | Rs 499 | 224pp | HB
January 05, 2018

Outsmart the traps that are holding you back from success!

Trap Tales is your guide to avoiding the seven obstacles that ensnare people every day. We all fall into traps, and we often don't even realize it until we're deeply entrenched. Like quicksand, traps are easy to step into, but difficult to escape—it seems that the harder we try to climb out, the deeper we sink. But what if there were another way? What if we knew the right strategies to escape the traps we have fallen into? What if we could spot traps from a distance, and avoid them entirely?

In this book, authors David M. R. Covey and Stephan M. Mardyks train you in the art of Trapology. You'll meet Alex and Victoria, who have fallen into traps you're sure to recognize. As you read their stories, you'll learn about the seven most common traps in life and work, and how even the smartest and seemingly most accomplished people find themselves stuck and unable to see their way out. Traps are masters of disguise, but there are telltale signs that give them away every time. If you discover that you're trapped right now, consider this book your lifeline—the lessons contained in *Trap Tales* will teach you how to escape these traps and how to sidestep them in the future.

This book, unlike most books, offers counter-intuitive strategies and unconventional wisdom to:

- Learn the seven biggest traps in life and work that catch people unaware
- Identify the traps that are holding you back right now
- Discover your escape route and climb out of the quicksand
- Become a "Trapologist" and avoid traps altogether

The core message of *Trap Tales* is *hope*—the belief that anybody can change the trajectory of their life, at any stage of their life. Stop letting traps steal your time, money, energy, and happiness—*Trap Tales* provides survival training of a different sort, allowing you to write your own tale of success.

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