

Book Yourself Solid 3rd Ed

The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling

Michael Port

9788126572458

Business, Finance & Management > Marketing

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Kick off the cycle of success with serious self-promotion that works

Book Yourself Solid is a handbook for self-promotion that translates into results. We tend to think of "busy" as the equivalent of "successful"—but that's not always the case. The key lies in *what you're busy doing*. Success means spending your time doing work that gets you closer to your goals, and the critical driving force behind that success is self-promotion. This book shows you how to promote more than just your skills—you need to sell your reputation, your service, your very self. It starts with laying a foundation so potential clients know you can give them what they want and need. How do people see you, and how does that diverge from what you would *like* them to think? Once you know where you are, you can map out a plan for getting where you need to be, and this book shows you how to build the reputation you need to be the go-to person in your field—and keep the business coming in long-term.

Book Yourself Solid has been one of the most popular marketing books in the world for service-based businesses since its initial release in 2006. This new third edition includes updated and expanded strategies, techniques, and skills to help you get more clients and increase your take-home profits.

- Build a solid foundation for a stellar public image
- Enhance your reputation for trust and credibility
- Perfect your pitch and pricing to attract higher-caliber clients
- Adopt the six core strategies that will keep you booked solid

Spending just a small amount of time on self-promotion is an investment. You build a reputation that attracts high-quality clients, which boosts your profits, your track record, and your reputation, which in turn attracts even more high-quality clients. *Book Yourself Solid* shows you how to kick off this cycle of success, and maintain it for the long term.

MICHAEL PORT is a small business expert and celebrated public speaking coach, host of the *Steal the Show* podcast, and the *New York Times* and *Wall Street Journal* bestselling author of six books, including *Steal the Show*, *Beyond Booked Solid*, *Book Yourself Solid ILLUSTRATED*, *The Contrarian Effect*, and *The Think Big Manifesto*.

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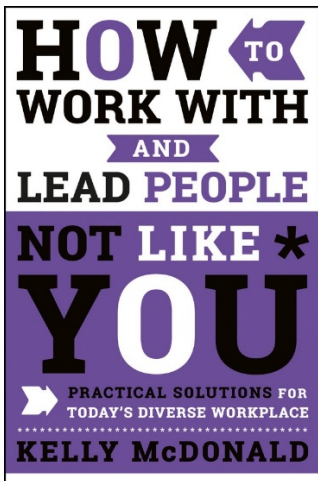
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How to Work With and Lead People Not Like You
Practical Solutions for Today's Diverse Workplace

Kelly McDonald

9788126572533

Business, Finance & Management > Leadership

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If you're in a diverse team, you know employee differences can cause miscommunication, lower trust, and hurt productivity. . . It doesn't have to be this way!

The people you work with may be from a different generation, different culture, different race, different gender, or just a different philosophy toward work and life in general, but you need to work together toward a common goal. *How to Work With and Lead People Not Like You* explains how to dial down the differences, smooth out the friction, and play upon each other's strengths to become more effective, more productive, and less stressed. The keys are to find the common ground and identify hidden conflicts that are hurting productivity.

Many people shudder at the prospect of working with diverse groups of people, but they can't voice their fear or anxiety. At work, it's not OK or politically correct to say, 'I'm uncomfortable with this person.' In fact, if you do say something along those lines, your job may be at risk. Your company may terminate you for not being on the 'diversity bandwagon.' So you keep quiet and you keep your thoughts to yourself. But deep down, *you are uncomfortable*.

If you feel like this, it doesn't mean you're racist, sexist, ageist, homophobic, or any other negative label. It means you're *struggling*.

You're struggling to understand people, cultures, or values that are unfamiliar to you. You're struggling to do your job with teammates and coworkers who may have very different viewpoints or different approaches to communication than you have. You're struggling to overcome differences and pull together to achieve high performance at work.

Whether you're leading a diverse team, working in a challenging cross-cultural environment, or simply working with people who are 'not like you,' you need to be able to get along with everyone as a team, to get the work done. This book explains the skills you need to communicate, motivate, and inspire people to collaborate—even if they have very different values, lifestyles, or priorities.

- Learn key steps that bring cohesion to diversity
- How to have a constructive conversation about working alongside people who are different
- The four magic words that make this easier and smooth over friction
- What *not* to say—and why
- Learn to set aside differences and get things done
- Learn how to handle a racist, sexist, homophobic or offensive remark in a professional way
- Retain your sanity when colleagues drive you crazy

The changing demographics of today's workforce bring conflicting viewpoints, perspectives, approaches, skills, habits, and personalities together in one place; whether that leads to synergy or catastrophe is up to you. *How to Work With and Lead People Not Like You* helps you turn a hurdle into an advantage so you or your team can do more, achieve more, and enjoy the ride.

Kelly McDonald is a marketing and communications expert who specializes in multicultural and diversity marketing. But Kelly's definition of diversity goes way beyond racial and ethnic diversity. Her philosophy is that any way you can be different from another person is "diversity". In fact, what makes us different from each other usually has very little to do

with race, age, gender or any of the other demographic criteria that marketers traditionally use. Kelly's premise is that when you market to people's values, you reach their heart, mind and wallet.

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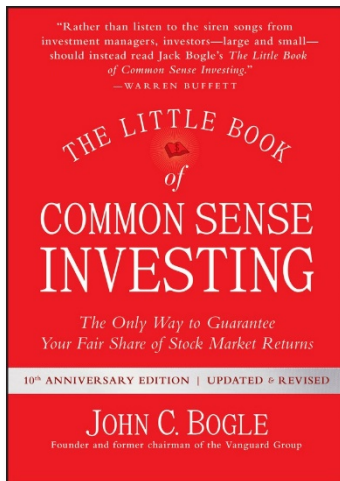
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The Little Book of Common Sense Investing 2nd Ed
The Only Way to Guarantee Your Fair Share of
Stock Market Returns

John C. Bogle

9788126572519

Business, Finance & Management > Investments & Securities

Wiley | Rs 499 | 304pp | HB
April 15, 2018

The best-selling investing "bible" offers new information, new insights, and new perspectives

The Little Book of Common Sense Investing is the classic guide to getting smart about the market. Legendary mutual fund pioneer John C. Bogle reveals his key to getting more out of investing: low-cost index funds. Bogle describes the simplest and most effective investment strategy for building wealth over the long term: buy and hold, at very low cost, a mutual fund that tracks a broad stock market Index such as the S&P 500.

While the stock market has tumbled and then soared since the first edition of *Little Book of Common Sense* was published in April 2007, Bogle's investment principles have endured and served investors well. This tenth anniversary edition includes updated data and new information but maintains the same long-term perspective as in its predecessor. Bogle has also added two new chapters designed to provide further guidance to investors: one on asset allocation, the other on retirement investing.

A portfolio focused on index funds is the only investment that effectively guarantees your fair share of stock market returns. This strategy is favored by Warren Buffett, who said this about Bogle: "If a statue is ever erected to honor the person who has done the most for American investors, the hands-down choice should be Jack Bogle. For decades, Jack has urged investors to invest in ultra-low-cost index funds. . . . Today, however, he has the satisfaction of knowing that he helped millions of investors realize far better returns on their savings than they otherwise would have earned. He is a hero to them and to me."

Bogle shows you how to make index investing work for you and help you achieve your financial goals, and finds support from some of the world's best financial minds: not only Warren Buffett, but Benjamin Graham, Paul Samuelson, Burton Malkiel, Yale's David Swensen, Cliff Asness of AQR, and many others.

This new edition of *The Little Book of Common Sense Investing* offers you the same solid strategy as its predecessor for building your financial future.

- Build a broadly diversified, low-cost portfolio without the risks of individual stocks, manager selection, or sector rotation.
- Forget the fads and marketing hype, and focus on what works in the real world.
- Understand that stock returns are generated by three sources (dividend yield, earnings growth, and change in market valuation) in order to establish rational expectations for stock returns over the coming decade.
- Recognize that in the long run, business reality trumps market expectations.
- Learn how to harness the magic of compounding returns while avoiding the tyranny of compounding costs.

While index investing allows you to sit back and let the market do the work for you, too many investors trade frantically, turning a winner's game into a loser's game. *The Little Book of Common Sense Investing* is a solid guidebook to your financial future.

JOHN C. BOGLE is founder and former chairman of the Vanguard Group of mutual funds and President of its Bogle

Financial Markets Research Center. After creating Vanguard in 1974, he served as chairman and chief executive officer until 1996 and senior chairman until 2000. Bogle is the author of ten books, including *Enough: True Measures of Money, Business, and Life*, *The Little Book of Common Sense Investing*, and *Clash of the Cultures: Investment vs. Speculation*, all published by Wiley.

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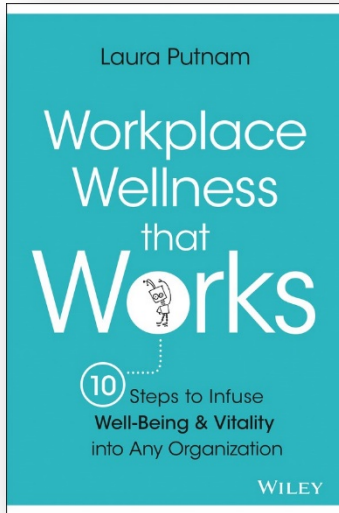
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Workplace Wellness that Works
10 Steps to Infuse Well-Being and Vitality
into Any Organization

Laura Putnam

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Business, Finance & Management > Management

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April 15, 2018

A smarter framework for designing more effective workplace wellness programs

Workplace Wellness That Works provides a fresh perspective on how to promote employee well-being in the workplace. In addressing the interconnectivity between wellness and organizational culture, this book shows you how to integrate wellness into your existing employee development strategy in more creative, humane, and effective ways. Based on the latest research and backed by real-world examples and case studies, this guide provides employers with the tools they need to start making a difference in their employees' health and happiness, and promoting an overall culture of well-being throughout the organization. You'll find concrete, actionable advice for tackling the massive obstacle of behavioral change, and learn how to design and implement an approach that can most benefit your organization.

Promoting wellness is a good idea. Giving employees the inspiration and tools they need to make changes in their lifestyles is a *great* idea. But the billion-dollar question is: what do they want, what do they need, and how do we implement programs to help them without causing more harm than good? *Workplace Wellness That Works* shows you how to assess your organization's needs and craft a plan that actually benefits employees.

- Build an effective platform for well-being
- Empower employees to make better choices
- Design and deliver the strategy that your organization needs
- Drive quantifiable change through more creative implementation

Today's worksite wellness industry represents a miasma of competing trends, making it nearly impossible to come away with tangible solutions for real-world implementation. Harnessing a broader learning and development framework, *Workplace Wellness That Works* skips the fads and shows you how to design a smarter strategy that truly makes a difference in employees' lives—and your company's bottom line.

LAURA PUTNAM is founder and CEO of Motion Infusion, a well-being consulting firm that provides creative solutions in the areas of engagement, behavior change, and human performance improvement. She has worked with a range of organizations from Fortune 500s to government agencies to academic institutions and nonprofits. She also serves as the Chair of the American Heart Association's Greater Bay Area 2020 Task Force.

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