

Disciplined Entrepreneurship

24 Steps to a Successful Startup

Bill Aulet

9788126571642

Business, Finance & Management > Entrepreneurship

Wiley | Rs 599 | 288pp | HB

March 15, 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.

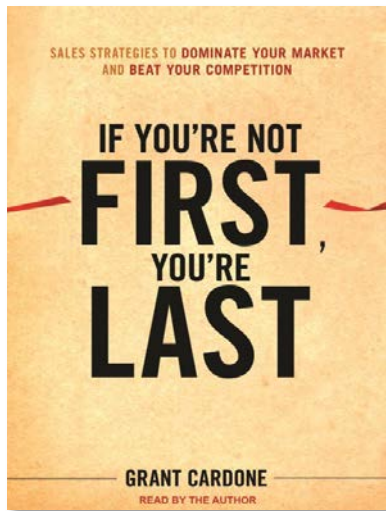
Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management.

For more please visit <http://disciplinedentrepreneurship.com/>

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.

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If You're Not First, You're Last

Sales Strategies to Dominate Your Market and Beat Your Competition

Grant Cardone

9788126572465

Business, Finance & Management > Sales & Selling

Wiley | Rs 499 | 272pp | HB

March 15, 2018

International sales expert Grant Cardone shares his proven strategies to boost sales, increase margins, and create profits—even in the toughest of economic climates.

During economic contractions, it becomes much more difficult to sell your products, maintain your customer base, and gain market share. Mistakes become more costly, and failure becomes a real possibility for all those who are not able to make the transition.

But imagine being able to sell your products when others cannot, being able to take market share from your competitors, and knowing the precise formulas that would allow you to expand your sales while others make excuses.

In *If You're Not First, You're Last*, international sales expert Grant Cardone explains how to sell your products and services—despite the economy—and provides you with ways to capitalize regardless of your product, service, or idea. His proven strategies will allow you to not just continue to sell, but create new products, increase margins, gain market share and much more. Key concepts in *If You're Not First, You're Last* include:

- Converting the Unsold to Sold
- The Power Schedule to Maximize Sales
- Your Freedom Financial Plan
- The Unreasonable Selling Attitude

Grant Cardone is an international sales expert, sales trainer, motivational speaker, and the author of *Closer's Survival Guide* and *Sell to Survive*. Grant lives in Hollywood, California.

Praise for If You're Not First, You're Last

"This book is a wake-up call. While the rest of the world is complaining about problems, Grant Cardone is working on solutions. If you don't want to have regrets in your life about never reaching your dreams, read this book and light your life on fire!"

—**Dr. Tony Alessandra, Hall-of-Fame Motivational Speaker and author of The Platinum Rule**

"If Grant's book doesn't motivate you to think bigger, work smarter, and accomplish more than you ever thought possible, then the 'box' you're stuck in is in danger of becoming a casket! Take your dreams out of mothballs, get your game face on, and get ready for the ride of your life!"

—**Dave Anderson, President, LearntoLead, and author of How to Run Your Business by THE BOOK**

"I love Grant Cardone's book for one reason: it works! No theory, no magic formulas, just a step-by-step blueprint that will increase your business if you do exactly what Grant says. It worked for me."

—**Warren Greshes, author of The Best Damn Sales Book Ever: 16 Rock-Solid Rules for Achieving Sales Success!**

"Nearly all of the sales advice you've been taught will land you in last place. Read this book and learn how to finish first!"

—**Frank Rumbauskas, New York Times bestselling author, NeverColdCall.com**



Pitch the Perfect Investment

The Essential Guide to Winning on Wall Street

Paul D. Sonkin, Paul Johnson

9788126572496

Business, Finance & Management > Investments & Securities

Wiley | Rs 699 | 496pp | HB

March 15, 2018

Learn the overlooked skill that is essential to Wall Street success

Pitch the Perfect Investment combines investment analysis with persuasion and sales to teach you the "soft skill" so crucial to success in the financial markets. Written by the leading authorities in investment pitching, this book shows you how to develop and exploit the essential, career-advancing skill of pitching value-creating ideas to win over clients and investors. You'll gain world-class insight into search strategy, data collection and research, securities analysis, and risk assessment and management to help you uncover the perfect opportunity; you'll then strengthen your critical thinking skills and draw on psychology, argumentation, and informal logic to craft the perfect pitch to showcase your perfect idea. The ability to effectively pitch an investment is essential to securing a job on Wall Street, where it immediately becomes a fundamental part of day-to-day business. This book gives you in-depth training along with access to complete online ancillaries and case studies so you can master the little skill that makes a big difference.

It doesn't matter how great your investment ideas are if you can't convince anyone to actually invest. Ideas must come to fruition to be truly great, and this book gives you the tools and understanding you need to get it done.

- Persuade potential investors, clients, executives, and employers
- Source, analyze, value, and pitch your ideas for stocks and acquisitions
- Get hired, make money, expand your company, and win business
- Craft the perfect investment into the perfect pitch

Money managers, analysts, bankers, executives, salespeople, students, and individual investors alike stand to gain massively by employing the techniques discussed here. If you're serious about success and ready to start moving up, *Pitch the Perfect Investment* shows you how to make it happen.

PAUL D. SONKIN is an analyst and portfolio manager at Gabelli Funds and previously spent 14 years at the helm of The Hummingbird Value Fund. For 16 years he was an adjunct professor at Columbia Business School and is coauthor of *Value Investing: From Graham to Buffett and Beyond*.

PAUL JOHNSON runs Nicusa Investment Advisors and is an Adjunct Professor at Columbia Business School and the Gabelli School of Business at Fordham University. He is a contributing annotator to *The Most Important Thing Illuminated* (by Howard Marks), co-author of *The Gorilla Game*, and a contributing author to *Columbia Business School: A Century of Ideas*.

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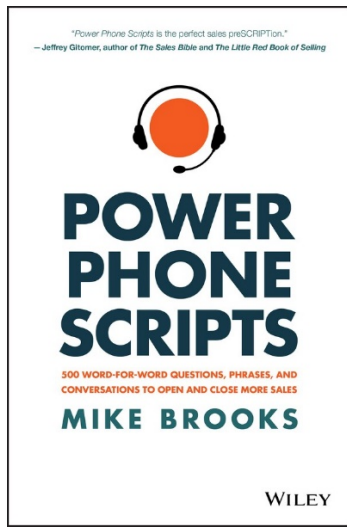
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Power Phone Scripts

500 Word-for-Word Questions, Phrases, and Conversations to Open and Close More Sales

Mike Brooks

9788126572472

Business, Finance & Management >
Sales & Selling > Management

Wiley | Rs 599 | 304pp | HB
March 15, 2018

Have you ever found yourself at a loss for what to say when the gatekeeper asks you what your call is about? Have your palms ever sweated when the decision maker shuts you down with: "I wouldn't be interested"? Has your heart taken a fast dive into your stomach when, at the start of your presentation, your prospect tells you that they've thought about it and are just going to pass?

If you're in sales, then the question isn't "Have you ever felt this way?", but rather, "How often do you feel this way? Are you finally ready to learn how to confidently and effectively overcome these objections, stalls, and blow-offs? If so, *Power Phone Scripts* was written for you! Unlike other books on sales that tell you what you should do (like build value – hard to do when the prospect is hanging up on you!), *Power Phone Scripts* provides word-for-word scripts, phrases, questions, and comebacks that you can use on your very next call. Learn to overcome resistance, get through to the decision maker, and then, once you have him or her on the phone, make an instant connection and earn the right to have a meaningful conversation. You'll be equipped with proven questions, conversation starters, and techniques to learn whether or not they are even right for your product or service, and, if they aren't, who else in their company or another department might be.

Power Phone Scripts is the sales manual you've been looking for: over 500 proven, current, and non-salesy phrases, rebuttals, questions, and conversation openers that will instantly make you sound more confident – just like the top producing sales pros do right now. Gone will be your call reluctance; gone will be your fear of calling prospects back for presentations and demos; gone will be the fear of asking for the sale at the end of your pitch! This practical guide is filled with effective scripts for prospecting, emailing, voice mails, closes, and tons of rebuttals to recurring objections you get like:

- "It costs too much"
- "We already have a vendor for that"
- "I'm going to need to think about it"
- "I need to talk to the boss or committee" and so many others...

More than just phone scripts, this book provides practical, comprehensive guidance that every inside sales rep needs. Conquer concerns, provide answers, motivate action, and be the conduit between your prospect's problems and your solution. Actionable, fun, and designed to work within the current sales environment, this invaluable guide is your ticket to the top of the leader board. With *Power Phone Scripts*, you will never be at a loss of what to say to a prospect or client.

Communication is everything in sales, and being on top of your game is no longer enough when top producers are playing a different game altogether. You cannot achieve winning stats if you're not even on the field. If you're ready to join the big league, *Power Phone Scripts* is the playbook you need to win at inside sales.

MIKE BROOKS, "Mr. Inside Sales", is a master phone script writer and author of *The Ultimate Book of Phone Scripts*. That book has been endorsed by the President of the American Association of Inside Sales Professionals (AA-ISP). Mike is the recognized authority on inside sales training and phone script development. In 2017, he was awarded the "Top Service Provider" designation for training and development, and has also been voted one of the most influential inside sales professionals by the AA-ISP for seven years running. For more information, visit his website: mrinsidesales.com.

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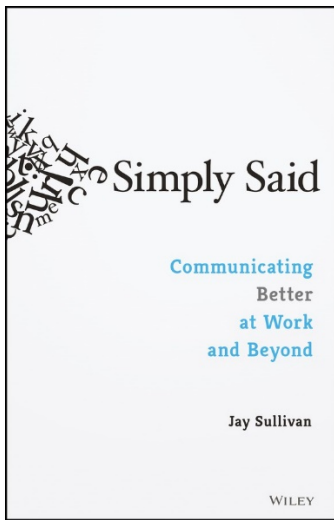
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Simply Said

Communicating Better at Work and Beyond

Jay Sullivan

9788126572489

Business, Finance & Management > **Business Communication**

Wiley | Rs 350 | 288pp | PB

March 15, 2018

Master the art of communication to improve outcomes in any scenario

Simply Said is the essential handbook for business communication. Do you ever feel as though your message hasn't gotten across? Do details get lost along the way? Have tense situations ever escalated unnecessarily? Do people buy into your ideas? It all comes down to communication. We all communicate, but few of us do it well. From tough presentations to everyday transactions, there is no scenario that cannot be improved with better communication skills. This book presents an all-encompassing guide to improving your communication, based on the Exec|Comm philosophy: we are all better communicators when we focus less on ourselves and more on other people. More than just a list of tips, this book connects skills with scenarios and purpose to help you hear and be heard. You'll learn the skills to deliver great presentations and clear and persuasive messages, handle difficult conversations, effectively manage, lead with authenticity and more, as you discover the secrets of true communication.

Communication affects every interaction every day. Why not learn to do it well? This book provides comprehensive guidance toward getting your message across, and getting the results you want.

- Shift your focus from yourself to other people
- Build a reputation as a good listener
- Develop your written and oral communications for the greatest impact
- Inspire and influence others
- Communicate more effectively in any business or social situation

Did that email come across as harsh? Did you offend someone unintentionally? Great communication skills give you the power to influence someone's thinking and guide them to where you need them to be. *Simply Said* teaches you the critical skills that make you more effective in business and in life.

Jay Sullivan is an award-winning author and the Managing Partner at Exec|Comm, LLC. Whether coaching individuals one-on-one or working with groups, Jay helps professionals from global organizations have greater impact through communication. As a former attorney, Jay's column *The Art of Communication* was regularly featured in the *New York Law Journal*. His articles and poetry have appeared in *The New York Times*, *Reader's Digest*, *Parents Magazine*, *Catholic Digest*, *The Golfer*, and *Boston College Magazine*.

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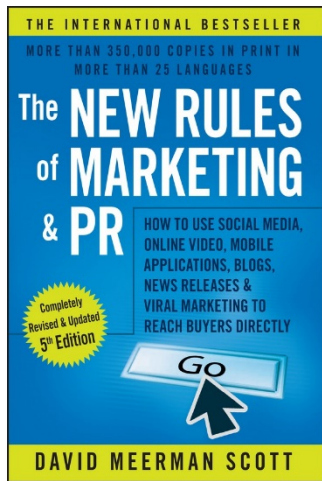
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The New Rules of Marketing and PR
(5th Edition)
How to Use Social Media, Online Video, Mobile

David Meerman Scott

9788126560042

Business, Finance & Management > Marketing

Wiley | Rs 499 | 480pp | HB
March 15, 2018

The benchmark guide to marketing and PR, with the latest social media, marketing, and sales trends, tools, and real-world examples of success

This is the fifth edition of the pioneering guide to the future of marketing. *The New Rules of Marketing & PR* is an international bestseller with more than 350,000 copies sold in over twenty-five languages. It offers a step-by-step action plan for harnessing the power of modern marketing and PR to directly communicate with buyers, raise visibility, and increase sales. This practical guide is written for marketing professionals, PR professionals, and entrepreneurs who want to grow their businesses and create success. Learn how companies, nonprofits, and organizations of all sizes can leverage web-based content to get timely, relevant information to eager, responsive buyers for a fraction of the cost of big-budget campaigns.

This fifth edition—the most extensively revised edition yet—includes:

- Dozens of compelling case studies with revisions
- Real-world examples of content marketing and inbound marketing strategies and tactics
- A fresh introduction
- A new chapter on sales and service
- Coverage of the latest social media platforms, including Periscope, Meerkat, and Snapchat

The New Rules of Marketing & PR is an unparalleled resource for entrepreneurs, business owners, nonprofit managers, and all of those working in marketing or publicity departments. This practical guide shows how to devise successful marketing and PR strategies to grow any business.

David Meerman Scott is a marketing strategist, bestselling author of ten books—including three international bestsellers—advisor to emerging companies such as HubSpot, and a professional speaker on marketing, leadership, and social media. Prior to starting his own business, he was marketing VP for two publicly traded US companies and was Asia marketing director for Knight-Ridder, at the time one of the world's largest information companies.

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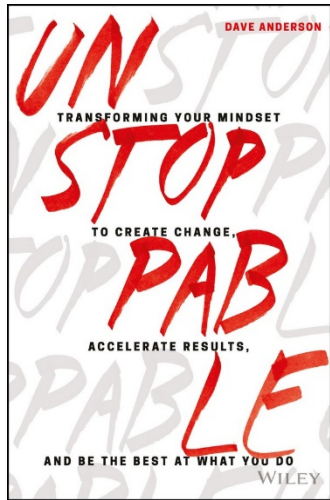
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Unstoppable

Transforming Your Mindset to Create Change, Accelerate Results, and Be the Best at What You Do

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Where do you fall on your organization's performance spectrum?

Unstoppable is performance-enhancing manual for those who are ready to change the world. Regardless of talent or skill set, there are four types of people in every organization: Undertakers, Caretakers, Play Makers, and Game Changers—but value is definitely not equal across the board. Game changers move things forward with relentless energy, effort, attitude, and excellence. They elevate those around them, inspire exceptional performance, and drive their organization to the top. This book is designed to help you rise to the challenge and become the Game Changer your organization needs. Candid insights from dozens of coaches, managers, CEOs, journalists, entrepreneurs, and other elite performers reveal the qualities that make some people stand out, and the underlying theme is *mindset*.

While talent is a great head start, it is merely potential. Undeveloped and erratically-wielded talent holds little value for an organization. The key to high performance is an *intentionally cultivated* mindset of success, backed by the bold action it takes to make things happen every day. This book delves deep into the elite performance paradigm to help you work at the highest levels.

- Learn what separates the playmakers from the game changers
- Step up your performance with a simple five-step process
- Transform your thinking and develop an unstoppable toughness

- Be the best at what you do, and elevate your entire organization

The performance spectrum is not about classifying your coworkers; it's about self-assessment, self-reflection, and self-improvement. Everyone has star quality, even if it is buried deep inside. *Unstoppable* helps you uncover your potential, and upgrade your performance to become the best.

Dave Anderson is president of Dave Anderson's LearnToLead, an international sales and leadership training and consulting company. A speaker and columnist for two national publications, he is author of fourteen books, including the *TKO Business Series*, *Up Your Business*, *If You Don't Make Waves You'll Drown*, *How to Run Your Business by THE BOOK*, and *It's Not Rocket Science*.

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