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The Win Without Pitching Manifesto

The Win Without Pitching Manifesto

Creative Strategy and the Business of Design

Simon and Schuster 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.

Burn Your Portfolio

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

Managing (right) for the First Time

A Field Guide for Doing it Well

RockBench Publishing Corp Managing (Right) for the First Time is intended as a field guide for first time managers, or for managers who want to begin doing a better job. The author worked closely with 600+ companies and interviewed more than 10,000 employees, then summarized the findings in an interesting and eminently readable form. Read this book and you're likely to understand management and leadership like you never have before, but also learn very practical steps toward becoming a better manager and leader.

Positioning for Professionals

How Professional Knowledge Firms Can Differentiate Their Way to Success

"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."--

Consulting Success

The Proven Guide to Start, Run and Grow a Successful Consulting Business

Consulting Success 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

Mastering the Complex Sale

How to Compete and Win When the Stakes are High!

John Wiley and Sons 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, Seminarium 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

Leadership in Focus

Bringing Out Your Best on Camera

Greenleaf Book Group 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 Levitan Pitch. Buy This Book. Win More Pitches

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.

Brand by Hand

Blisters, Calluses, and Clients: A Life in Design

Abrams *Brand by Hand* documents the work, career, and artistic inspiration of graphic designer extraordinaire Jon Contino. Jon is a born-and-bred New Yorker. He talks like one, he acts like one, and most importantly, he designs like one. He is the founder and creative director of Jon Contino Studio, and over the past two decades, he has built a massive collection of award-winning graphic-design work for high-profile clients such as Nike, 20th Century Fox, and Sports Illustrated. Throughout all of this, he has gone to design hell and back, facing obstacles like fear, self-doubt, and bad luck. *Brand by Hand* documents the work and career of Jon Contino, exploring his lifelong devotion to the guts and grime of New York and cementing his biggest artistic inspirations, from hardcore music to America's favorite pastime. A graphic-design retrospective showcasing his minimalist illustrations and unmistakable hand-lettering, *Brand by Hand* shares how Contino has taken a passion for pen and ink and turned it into an expanding empire of clients, merchandise, and artwork.

Hype Yourself

A no-nonsense PR toolkit for small businesses

Practical Inspiration Publishing ***BUSINESS BOOK AWARDS 2021 SHORTLISTED TITLE*** *Hype Yourself* is an invaluable toolkit for getting you and your business featured in the media: newspapers, magazines, radio and TV. Crammed full of insider advice, from the building blocks of your PR strategy to the execution of creative campaigns, it includes expert tips from journalists and industry specialists and is supported by a stack of online resources. Lucy Werner is founder of The Wern, a PR & branding consultancy and training hub for startups, entrepreneurs and independent brands. She is also a writer, speaker, blogger, teacher and podcaster on all things brand building for small businesses. For more information follow @wernchat or visit www.thewern.com

The Soul of Enterprise

Dialogues on Business in the Knowledge Economy

CreateSpace 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."

The Brand Gap, Revised Edition

Peachpit Press 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."

The Decision Book: Fifty Models for Strategic Thinking (Fully Revised Edition)

W. W. Norton & Company An updated edition of the international bestseller that distills into a single volume the fifty best decision-making models. Every day, we face the same questions: How do I make the right decision? How can I work more efficiently? And, on a more personal level, what do I want? This updated edition of the international bestseller distills into a single volume the fifty best decision-making models used in MBA courses, and elsewhere, that will help you tackle these important questions. In minutes you can become conversant with: The Long Tail • The Maslow Pyramids • SWOT Analysis • The Rubber Band Model • The Prisoner's Dilemma • Cognitive Dissonance • The Eisenhower Matrix • Conflict Resolution • Flow • The Personal Potential Trap • and many more. Stylish and compact, this little book is a powerful asset. Whether you need to plan a presentation, assess someone's business idea, or get to know yourself better, this unique guide—bursting with useful visual tools—will help you simplify any problem and make the best decision.

The mechanics of building construction

The Freelance Manifesto

A Field Guide for the Modern Motion Designer

Designing beautiful boards and making smooth animation come naturally to us Motion Designers. It's what we're good at. However, designing the career we want, with the freedom, flexibility, and pay we crave, that's more difficult. All of the above is within your grasp if you're willing to take the plunge into freelancing. School of Motion founder Joey Korenman worked in every kind of Motion Design role before discovering that freelancing offered him not only more autonomy but also higher pay, less stress, and more creativity. Since then, he's taught hundreds of School of Motion students his playbook for becoming a six-figure freelancer. Now he shares his experience and advice on breaking out of the nine-to-five mold in this comprehensive and tactical handbook. The Freelance Manifesto offers a field guide for Motion Design professionals looking to make the leap to freelance in two clear and concise parts. The first examines the goals, benefits, myths, and realities of the freelance lifestyle, while the second provides future freelancers with a five-step guide to launching and maintaining a solo business, including making contact, selling yourself, closing the deal, being indispensable, and becoming a lucrative enterprise. If you're feeling stifled by long hours, low-paying gigs, and an unfulfilling career, make the choice to redesign yourself as a freelancer—and, with the help of this book and some hard work, reclaim your time, independence, and inspiration for yourself.

The Playbook of Persuasive Reasoning

Everyday Empowerment and Likeability

Vernon Press 'The Playbook of Persuasive Reasoning: Everyday Empowerment and Likeability' provides an easy, practical guide to the strategies of persuasive reasoning, which Gavin Hurley argues is crucial to all effective communication. Helping professionals and students to become better and more likeable communicators, this fundamental "playbook" outlines numerous eye-opening communicative maneuvers for readers of all levels and backgrounds. It offers a unique approach to argumentation and persuasion and moves away from the more conventional methods which are often overtechnical, unnecessarily complex or too science oriented. Hurley demonstrates how to successfully apply these strategies of cooperative argumentation to your life in order to succeed

professionally, socially and cerebrally. This he argues, will allow you to empower your messaging and increase your social magnetism. 'The Playbook of Persuasive Reasoning' is a down-to-earth guide on effective rhetorical strategizing. It is written for everyday application, based on everyday examples, and embedded in everyday language. Today, successful communication is a highly sought-after trait by international employers, clients, and customers alike. Gavin Hurley shows how a wide range of people can benefit from learning how to deliver more abstract material in an effective manner: both verbally and written. This guide is particularly appealing for professionals, including business managers, as well as academics and students, including public intellectuals. 'The Playbook of Persuasive Reasoning' is a useful book for anyone wanting to enrich their skills and strengthen their powers of communication in order to have a social and professional advantage.

Pocket Full of Do

Responsive Web Design With Adobe Photoshop

Pearson Education For a couple of decades now, designers have used Photoshop to mock up Web page designs. However, that work generally results in a static graphic of the page, which has to be translated by a developer into the components of a Web page: HTML files and Web-compatible image files. Our multi-device world has shown us that this approach to web design, including full-page comps done in Photoshop, is increasingly problematic. Modern web designers are adopting a new approach: creating flexible web pages whose layout can adapt to suit the screen on which they are displayed. This is "Responsive Web Design" [RWD]. Until now, books on designing responsive Web sites have focused on HTML and CSS – in other words, they've been very code-centric, and visual creativity seems to take a back seat. This new book is aimed at the visual Web designer who's accustomed to working in Photoshop. Adobe Photoshop CC contains many new features that help streamline the process of converting a static page design to a set of components for a responsive web page. Dan Rose is one of the best-known advocates of this new way of working in Photoshop. He's observed that only a few people are talking about Photoshop for RWD constructively, yet a majority (63% as of his last informal poll) of web designers are using Photoshop for more than simple asset creation. This transition is a pain point for many designers. His new book will balance coverage of conceptual issues (how to fit tools like Photoshop to the design workflow rather than fitting a workflow to the tools) with practical design exercises tailored to help communicate the overall design direction of the page while respecting the needs of the fluid Web. In addition, he will introduce methods for taking HTML back into Photoshop for further refinement.

Implementing Value Pricing

A Radical Business Model for Professional Firms

John Wiley & Sons 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

Zag

The Number-one Strategy of High-performance Brands : a Whiteboard Overview

Peachpit Press 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.

The Brand Flip

Why customers now run companies and how to profit from it

New Riders 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?

Fascinate, Revised and Updated

How to Make Your Brand Impossible to Resist

HarperCollins Why is Jägermeister the most popular brand nobody likes? Why do women pay more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1000%? And then there's the most important question of all: How can your brand become impossible to resist? Master marketer Sally Hogshead reveals the surprising answers, providing readers with a framework to fascinate anyone. The word "fascinate" comes from the Latin word *fascinare*, meaning "to bewitch or hold captive so others are powerless to resist." Fascination is the most powerful force of attraction, drawing customers into a state of intense focus. This extensively revised and updated edition includes Hogshead's latest research on the science of fascination. Combining original case studies with award-winning copywriting experience, she gives you the exact words you need to capture the attention of a distracted world. This new edition includes a free assessment tool called the Brand Fascination Profile, which will help you earn attention in any environment. Dive into the science of fascination and learn how to: Increase prices with ideas from poker to Play-Doh Build revenue by learning about the \$14 million license plate Get better leads through hypnosis by Sigmund Freud and Steve Jobs Attract raving fans by following the cult of pistachio ice cream Whether you realize it or not, your brand is already applying one of the seven Advantages Hogshead describes here: Innovation, Passion, Power, Prestige, Mystique, Alert, or Trust. The question is, how can you apply these core Advantages to stand out in a crowded and distracted world? Hundreds of large corporations, small businesses, and universities—including Twitter, IBM, Porsche, and New York University—use the Fascinate system to captivate their customers. Why? The answers are in this book.

This Is Marketing

You Can't Be Seen Until You Learn to See

Penguin #1 Wall Street Journal Bestseller Instant New York Times Bestseller A game-changing approach to marketing, sales, and advertising. Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas that have made their way into mainstream business language, from *Permission Marketing* to *Purple Cow* to *Tribes* to *The Dip*. Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. *This is Marketing* shows you how to do work you're proud of, whether you're a tech startup founder, a small business owner, or part of a large corporation. Great marketers don't use consumers to solve their company's problem; they use marketing to solve other people's problems. Their tactics rely on empathy, connection, and emotional labor instead of attention-stealing ads and spammy email funnels. No matter what your product or service, this book will help you reframe how it's presented to the world, in order to meaningfully connect with people who want it. Seth employs his signature blend of insight, observation, and memorable examples to teach you: * How to build trust and permission with your target market. * The art of positioning--deciding not only who it's for, but who it's not for. * Why the best way to achieve your goals is to help others become who they want to be. * Why the old approaches to advertising and branding no longer work. * The surprising role of tension in any decision to buy (or not). * How marketing is at its core about the stories we tell ourselves about our social status. You can do work that matters for people who care. This book shows you the way.

Contagious You: Unlock Your Power to Influence, Lead, and Create the Impact You Want

McGraw Hill Professional The much-anticipated follow-up to *Contagious Culture* shows aspiring leaders how to embody the qualities they wish to cultivate in their organizations. In *Contagious Culture*, Anese Cavanaugh proved that it's possible to create an energized and engaged organizational culture that spreads from person to person. Now, in *Contagious You*, she hones in on the individual,

showing us how each of us is contagious in our own way and stressing the importance of leading with intention to achieve positive results. For anyone who's sought to create change, or felt sucked into the drama and chaos of a toxic work environment, this book will advance the notion that everyone at an organization is a leader - for good or for bad - and that leaders have tremendous power to influence those who follow their example. The quality of our leadership is based upon our intentions, energy, and presence. By emphasizing authorship, self-care, and response-ability (not responsibility) as leadership skills and therefore cultural amplifiers, *Contagious You* shows you how to walk the path of more effective leadership while navigating the road blocks in your way. Whether these road blocks are working with negative co-workers with secret agendas and unrealistic expectations, or just the general "busyness" of life and its excessive demands, this book will take you on a journey to create more space, more courageous leadership, and stronger collaboration to influence others and create the impact you desire. The common denominator is YOU. No matter what level you're on, your intentions, energy, and presence impact your ability to do anything within your life. *Contagious You* is an invitation to UNLOCK your own power. YOU set the tone. YOU are the culture. So show up, lead, and intentionally become the change you wish to see.

The Psychology of Graphic Design Pricing

Price Creative Work with Confidence. Win More Bids. Make More Money.

Independently Published Learn how to price creative work with confidence. Win more bids. Make more money. When it comes to pricing their work, far too many freelance designers and agencies merely guess what to charge their clients. As a result, profitable projects have as much to do with luck as they do anything else. In *The Psychology of Graphic Design Pricing*, you'll learn how to take luck out of the equation by calculating the cost to produce your work, understanding its market value, and extracting your client's budget. These three variables are used in a pricing spectrum, empowering you to price your work with confidence and profitability in every project opportunity. This book will teach you how to calculate your production costs, understand market value, extract your client's budget, bid with the right project price, and increase your profitability.

The Decision Book: 50 Models for Strategic Thinking

W. W. Norton & Company 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.

The Positioning Manual for Indie Consultants

Find the Strategic Beachhead That Will Amplify Your Visibility, Momentum, Impact, and Profit

(New 7x10 trim size of paperback)

So You Want to Start a Side Hustle: Build a Business that Empowers You to Live Your Life, Your Way

McGraw Hill Professional It takes more than a great idea to make your side hustle a success. Here, two experts show you how to build one that creates the autonomy you desire and changes the way you live. Carrie Bohlig and Craig Clickner started side hustles to make their lives better—to break free from the limitations of corporate America and have more time with their kids and each other. Today, they're entrepreneurs who have built multiple thriving businesses and helped thousands of people through mentoring, coaching and sharing their insights across the globe. In *So You Want to Start a Side Hustle*, you'll learn all the secrets of their successes: Through real-life stories, lessons learned from personal wins and losses, and illuminating anecdotes about their experiences speaking to solopreneurs and other small business owners, Carrie and Craig show you how to get your idea from the thinking and planning stages to the life-changing, revenue-producing venture you want it to be. Designed as a "traveling adventure guide," *So You Want to Start a Side Hustle* lays out how to establish a clear Life Vision and develop the right Lifeset for ongoing success. This foundation, say Carrie and Craig, is crucial. It's the framework that allows you to sharpen your focus, overcome challenges and obstacles, and create a side hustle that has ongoing impact on your life and generates lasting success and revenue. Will you find smart ways to handle marketing, decision making, and funding? Absolutely. But with its emphasis on building the right mindset, Lifeset, and support structure, *So You*

Want to Start a Side Hustle is more than a how-to book: It's an essential guide to helping you establish a vision for your life—and to leverage your side hustle to create the life you truly want.

The Consulting Bible

Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice

John Wiley & Sons *Everything you need to know about building a successful, world-class consulting practice Whether you are a veteran consultant or new to the industry, an entrepreneur or the principal of a small firm, The Consulting Bible tells you absolutely everything you need to know to create and expand a seven-figure independent or boutique consulting practice. Expert author Alan Weiss, who coaches consultants globally and has written more books on solo consulting than anyone in history, shares his expertise comprehensively. Learn and appreciate the origins and evolution of the consulting profession Launch your practice or firm and propel it to top performance Implement your consulting strategies in public and private organizations, large or small, global or domestic Select from the widest variety of consulting methodologies Achieve lasting success in your professional career and personal goals The author is recognized as "one of the most highly regarded independent consultants in America" by the New York Post and "a worldwide expert in executive education" by Success Magazine Whether you're just starting out or looking for the latest trends in modern practice, The Consulting Bible gives you an unparalleled toolset to build a thriving consultancy.*

The Irresistible Consultant's Guide to Winning Clients

6 Steps to Unlimited Clients & Financial Freedom

Morgan James Publishing *This deeply insightful guide to understanding what clients really want is "an indispensable resource for consultants" (Keith Ferrazzi, #1 New York Times-bestselling author of Never Eat Alone). Independent consulting is a potentially lucrative enterprise—but the reality seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build profitable, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In The Irresistible Consultant's Guide to Winning Clients, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields, named one of Advertising Age magazine's "Marketing Top 100," delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed. "If I could have just one book on client strategy, this book would be it." —Marshall Goldsmith, #1 New York Times-bestselling author of Triggers*

Create and Orchestrate: The Path to Claiming Your Creative Power from an Unlikely Entrepreneur

Creative Power *When Marcus Whitney moved to Nashville in 2000, he was a college dropout with a one-year-old and a baby on the way. He waited tables and lived in a week-to-week efficiency hotel. From the outside, Marcus looked like the furthest thing from a budding entrepreneur. But inside, he knew entrepreneurship was his path to a better life. Two decades later, Marcus has founded two innovative companies in the healthcare space, exited a tech marketing company, and co-owns Nashville's new Major League Soccer team. In Create and Orchestrate, Marcus walks you through his unlikely journey from waiting tables to building companies. He demystifies much of what keeps people from pursuing entrepreneurship and explains why it's the only vocation that allows you to control your time by using your creativity. When you control your time, you can claim your full power by matching up what you're great at with the problems you see in the world. The world needs more entrepreneurs who can offer fresh solutions. Create and Orchestrate will give you the confidence to say: Why not me?*

How to Buy a Gorilla

Getting the Right Muscle Behind Your Advertising Efforts

How to Buy a Gorilla presents a new agency relationship paradigm for marketers to get better-value advertising ideas from their agencies. In this book, David Meikle examines the existing paradigms of the working and commercial relationships between marketing, procurement and agencies, and offers a new approach to how they can collaborate in more trusting, more productive, and more effective ways. A well-informed exploration of the eternal triangle of marketing, agency, and procurement that will provide valuable guidance and insight to anyone involved in the purchasing, management, or creation of advertising.

Pricing on Purpose

Creating and Capturing Value

Wiley —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

Your Head is a Houseboat

A Chaotic Guide to Mental Clarity

Hardie Grant Publishing *Your Head is a Houseboat* is a uniquely hilarious guide to what goes on in your brain, from illustration sensation Campbell Walker aka Struthless. The only truth we really know is that we're going to spend the rest of our lives in our own houseboat (our head) so it makes sense to make that houseboat as good as possible. The houseboat needs cleaning and maintenance, and it shouldn't be weighed down by junk (our own thoughts and other people's opinions). There's a bunch of bosses with different ideas about where you should be heading in the ocean of life, and a zoo of animalistic desires below the deck who are really steering. But it's your houseboat, so it's probably time for you to cast away and set sail (is that even how houseboats work?) on a journey to understanding it. In *Your Head is a Houseboat*, Cam demystifies brain functions, mental health, emotions, mindfulness and psychology - but with less complex terminology and more bizarre metaphors. It's a book filled with illustrations, journal exercises and words that will probably hit too close to home. At its core, this is a funny, accessible approach to understanding your head and making it a nicer place to live. 'The most important and accessible mental health book in a generation. Truly life-changing.' - Osher Günsberg

The Art of Noticing

131 Ways to Spark Creativity, Find Inspiration, and Discover Joy in the Everyday

Knopf An imaginative, thought-provoking gift book to awaken your senses and attune them to the things that matter in your life. Welcome to the era of white noise. Our lives are in constant tether to phones, to email, and to social media. In this age of distraction, the ability to experience and be present is often lost: to think and to see and to listen. Enter Rob Walker's *The Art of Noticing*. This gorgeously illustrated volume will spark your creativity--and most importantly, help you see the world anew. Through a series of

simple and playful exercises--131 of them--Walker maps ways for you to become a clearer thinker, a better listener, a more creative workplace colleague and finally, to rediscover your sense of passion and to notice what really matters to you.

Valuable Content Marketing

How to Make Quality Content Your Key to Success

Kogan Page Publishers WINNER: Small Business Book Awards 2016 - Community Choice - Social Media Category WINNER: Small Business Book Awards 2014 - Community Choice - Marketing Category (1st edition) Make sense of content marketing in the digital world with this award-winning, practical guide to using content to grow your business and raise your brand. From websites, white papers and blogs to tweets, newsletters and video, content is king in the digital world, now more than ever before. Get it right and you have a huge opportunity to connect with clients and customers in ways they appreciate and trust - they will be knocking at your door wanting to do business with you. Valuable Content Marketing shows you how to create and share the type of information that clients, customers and search engines really want - on your website, using social media and through more traditional methods. Including new ideas and examples, step-by-step action lists, quick tips and goal-driven chapter summaries, this fully revised second edition will show you how to get better results from your marketing efforts with valuable content that really works. Whether you are starting a business or aiming to grow, this book makes understanding the key concepts easier than ever, providing inspiration from small companies like software development from Desynit to household names like HSBC.

Helping People Win at Work

A Business Philosophy Called "Don't Mark My Paper, Help Me Get an A

FT Press Ken Blanchard's *Leading at a Higher Level* techniques are inspiring thousands of leaders to build high-performing organizations that make life better for everyone. Now, in *Helping People Win at Work*, Blanchard and WD-40 Company leader Garry Ridge reveal how WD-40 has used Blanchard's techniques of Partnering for Performance with every employee--achieving levels of engagement and commitment that have fortified the bottom line. Ridge introduces WD-40 Company's year-round performance review system, explaining its goals, features, and the cultural changes it requires. Next, he shares his leadership point of view: what he expects of people, what they can expect of him, and where his beliefs about leadership and motivation come from. Finally, Blanchard explains why WD-40 Company's Partnering for Performance system works so well--and how to leverage its high-value techniques in your organization. In this book, you'll learn how to:

- Stop building failure into your mentoring of employees
- Set goals using the SMART approach: specific, motivational, attainable, relevant and trackable
- Help people move through all four stages of mastery
- Create a culture that shares knowledge and encourages nonstop learning

"I'm thrilled that the first book in our *Leading at a Higher Level* series is with Garry Ridge, president of WD-40 Company. For years I've been concerned about how people's performance is evaluated. People are often forced into a normal distribution curve, or even worse, rank ordered. Not only does this not build trust, it also does not hold managers responsible for coaching people and helping them win. The manager's responsibility is focused on sorting people out. When I was a college professor, I always gave my students the final exam at the beginning of the course and spent the rest of the semester helping them answer the questions so that they could get an A. Life is all about getting As, not some stupid normal distribution curve. Garry Ridge got this, and wow! What a difference it has made in WD-40 Company's performance." --Ken Blanchard

"When I first heard Ken talk about giving his final exam at the beginning of the course and then teaching students the answers so they could get an A, it blew me away. Why don't we do that in business? So that's exactly what I did at WD-40 Company when we set up our 'Don't Mark My Paper, Help Me Get an A' performance management system. Has it made a difference? You'd better believe it. Ever since we began the system, our company's annual sales have more than tripled, from \$100 million to more than \$339 million. And we've accomplished this feat while making the company a great place to work." --Garry Ridge

Building a StoryBrand

Clarify Your Message So Customers Will Listen

HarperCollins Leadership More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In *Building a StoryBrand*, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. *Building a StoryBrand* does this by teaching you: The seven universal story points all humans

respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, Building a StoryBrand will forever transform the way you talk about who you are, what you do, and the unique value you bring to your customers.