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LATEST BOOK SUMMARY**Outfluence****The Better Way to Influence**

By Al Betz
Silverbear Graphics, 2008
ISBN 978-0-9778070-7-9
308 pages

THE BIG IDEA

"Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior." - **Marshall McLuhan**

This quote underlines a truth that seems evident, yet few of us really think about the deeper meaning of how much influence is exerted upon us from our environment, seemingly many times without our conscious consent. When most people think of influence, they think of something

**Title****Author****Category****Date Released****Bonuses****0 - 9****A - F****G - M****N - S****T - Z****BOOK TITLES: T - Z****Taming Technology****You Can Control the Beast**

By Brian J. Nichelsen, Ph.D.
Cameo Publications, LLC May 2003
ISBN 0-9715739-6-4
125 pages



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Taming Technology is one of the brilliantly written books by Brian J. Nichelsen, Ph. D. that enable us to deal and cope with technology 24/7 each day of the year.

This book gives us an in-depth understanding that technology need not be feared but with common sense savvy should enable us to harness its potentials to make us more productive and efficient.

[Click here to view the book summary >>](#)

**Taming the Paper Tiger at Work**

By Barbara Hemphill
Kiplinger Books, 2003
ISBN 0938721984
182 pages



pdf mp3 ppt pda html

Getting organized is not an easy task. Everyday, you are forced to deal with mountains of paper that contain both crucial information and useless garbage. This scenario is common to anyone who dares thrive in the workplace.

Without realizing it, you may have bred your very own paper tiger. Although paper can serve a great purpose, a huge amount of it can literally wreak havoc and harm productivity.

Barbara Hemphill, a well-known professional organizer, shares her expertise on how to effectively manage your files, take control of your time and produce effective results.

[Click here to view the book summary >>](#)

wielded by those with authority, money, clout — who also usually possess an agenda of their own.

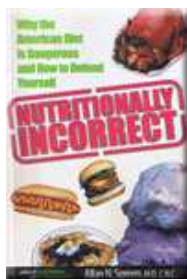
There is a better way if you feel you don't have all the authority, money, or clout you need to effect real, positive change. Applied consciously, it creates a powerful, irresistible message that promotes growth in personal lives, relationships and businesses.

It's called Outfluence.

Outfluence turns conventional thinking about influence upside down—making a powerful force available to anyone who chooses to use it.

[more details >>](#)

Best Summaries Book of the Week



The New Dare to Discipline Why the American Diet is Dangerous and How to Defend Yourself

By Allan N. Spreen, M.D., C.N.C.
Synergy Books International
ISBN 983-136-551-8
237 pages

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■ Teaching An Anthill To Fetch

Developing Collaborative Intelligence @ Work

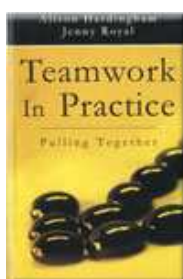
By Stephen James Joyce
Mighty Small Books Publishing, 2007
ISBN-13: 978-0978031206
232 pages



Whether working with a small group of five people or a big organization of 100 or 1,000 people, one major challenge facing today's leaders and business managers is how to get their team to deal with change in a fast-moving environment.

"Teaching An Anthill To Fetch" by Stephen James Joyce provides a key concept and tool for this – collaborative intelligence or CQ. The book argues that in today's world, IQ and EQ are no longer enough – we must also need CQ or the capacity to harness the intelligence and energy of people. This book teaches tools on how to attract and retain high quality employees, create meaningful participation and effective collaboration, instill a strong sense of purpose to teams, and balance leadership with "followship."

[Click here to view the book summary >>](#)



■ Teamwork in Practice

Pulling Together

By Alison Hardingham & Jenny Royal
Jaico Publishing, 2007
ISBN 81-7224-430-4
190 pages



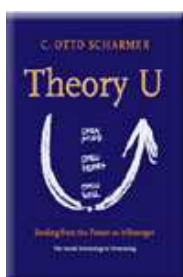
Personnel and development professionals need to acquire and constantly update a full portfolio of core skills. "Teamwork in Practice" is an indispensable resource to help equip managers with all the essential skills they need.

Teamwork is essential for getting things done, yet many organizations and managers find the process fraught with problems.

The solution is simple: determine the ki

nd of teamworking you are currently using, decide on the kind of teamworking you need in order to do better, and then start moving from one to the other. This clear and practical text brings together theoretical principles, case studies, real-life examples and a toolkit of useful techniques.

[Click here to view the book summary >>](#)



■ Theory U

Leading from the Future as it Emerges

By C. Otto Scharmer
Society for Organizational Learning, 2007
ISBN: 978-0974239057
560 pages



In his new book Theory U: Leading from the Future as It Emerges (Cambridge, MA: Society for Organizational Learning, 2007), Otto Scharmer introduces readers to the theory and practice of the U process, based on a concept he calls "presencing." A blend of the words "presence" and "sensing," presencing signifies a heightened state of attention that allows individuals and groups to shift the inner place from which they function. When that shift happens, people begin to operate from a future space of possibility that they feel wants to emerge. Being able to facilitate that shift is, according to Scharmer, the essence of leadership today. At the end of this Executive Summary you will find more complete coverage of how Theory U is being used by numerous stakeholders and corporate innovators, and information on how you might become involved with the Presencing Institute.

[Click here to view the book summary >>](#)

Every week my emails reach over 80,000 businesspeople because of my book summary services. I'm doing a grand experiment and inviting everyone to network with me at Facebook.

[Here's my Facebook page's link:](#)



What's in it for you? My contacts now become your contacts. If you're selling something, looking for a job, looking for investors, or simply looking for more business contacts, then you can take advantage of my contacts.

If Facebook's not for you, I also have other social networking sites:



■ Think and Grow Rich

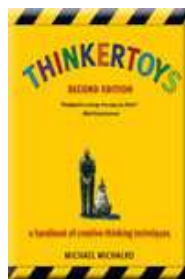
By Napoleon Hill
High Roads Media, 2004
ISBN 1932429239
348 pages



This book is a collection of principles for the attainment of wealth and financial independence. It was written by Napoleon Hill at the behest of American steel magnate Andrew Carnegie, who was fascinated with success and wanted to understand why some men became successful while others in very similar circumstances did not.

Over two decades, Hill interviewed 504 people, including such luminaries as Ford, Wrigley, Wanamaker, Eastman, Rockefeller, Thomas Edison, Woolworth, Darrow, Burbank, Morgan, Firestone, and three United States Presidents. Most of those interviewed began in poverty, with little education and influence. Yet, they all managed to become very successful at amassing staggering amounts of wealth. Hill distilled his findings into a 13-step formula that begins and ends with very basic principles.

[Click here to view the book summary >>](#)



■ Thinkertoys

A Handbook of Creative-Thinking Techniques
By Michael Michalko
Ten Speed Press, 2006
ISBN 13: 978-1-58008-773-5, 10: 1-58008-773-6
379 pages



In hindsight, every great idea seems obvious. The idea itself is a simple thing. The process of generating the idea, however, is what can be both tough and circuitous. How then can you make yourself capable of coming up with noteworthy ideas?

This book reveals creative-thinking techniques for approaching and solving problems in unconventional and thought-provoking ways. In addition, it also teaches you to create original ideas to improve both your personal and business lives.

[Click here to view the book summary >>](#)



■ Three Billion New Capitalists

The Great Shift of Wealth and Power to the East
By Clyde Prestowitz
Publisher: Basic Books, 2005
ISBN 0-465-06281-4
321 Pages

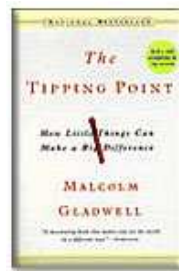


The relative economic superiority and power of the United States is quickly slipping away. This is mainly brought about by the rise of new superpowers, particularly China and India, which are ushering a third wave of globalization, one that is characterized not by corporations but by highly educated and skilled individuals - the three billion new capitalists. The continuous rise to power of countries such as China and India threatens to undermine the six-hundred year old dominance of the west, particularly that of the United States.

This book serves as a shocking wake-up call for Americans and the rest of the world as it projects the world's economic future if the current trends continue. These trends include increasingly unsustainable trade deficits, the equally unsustainable and dangerous buildup of massive dollar reserves in some countries, the end of the U.S. position as the leader in science in technology, the outsourcing of jobs and the demographic meltdown in major parts of the world.

Towards the end of the book, the author offers practical suggestions on how the U.S. can avert a totally disastrous scenario.

[Click here to view the book summary >>](#)



■ Tipping Point, The

How Little Things Can Make a Big Difference

By Malcolm Gladwell Abacus, 2001

ISBN 0-349-114463

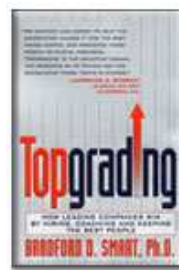
279 pages



A business and science writer presents a book that is full of brilliant, fascinating and groundbreaking ideas that should affect the way every thinking person sees the world around him. It is a must-read material for educators, parents, marketers, business people and policymakers. It shows how small changes can make a big difference.

The book contains an analysis of the strategies people apply to influence and mold its direction. It is a reaffirmation of the potential for change and the power of intelligent action. It is a road map to change, with a profoundly hopeful message--that one imaginative person applying a well-placed lever can move the world and shape and engineer the course of social epidemics.

[Click here to view the book summary >>](#)



■ Topgrading

How Leading Companies Win by Hiring, Coaching, and Keeping the Best People

By Bradford D. Smart, Ph.D

Prentice Hall Press, New York, New York 1999

ISBN 0-7352-0049-1

288 pages



Companies that mis-hire its most important resource – the people – can result in financial drain and inefficiency. Topgrading enable companies to recruit, hire and keep the best people for the right job to get excellent results. The book, being a must read for human resource managers who rely on people to get things done, illustrates companies and even individuals aspiring to be an “A” player and how to become one. Combined with coaching on the job, people can be topgraded if external recruitment is not an option. Topgrading offers insights on motivating people using its 4,000 in-depth interviews. Companies that want positive results and stay competitive in the future must invest in the right talent.

[Click here to view the book summary >>](#)



■ Top Performance

How To Develop Excellence In Yourself And Others

By Zig Ziglar

OMF Literature, Inc ; 2005

ISBN : 971-511-891-7

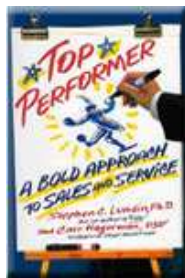
231 pages



Have you ever wondered why you aren't more successful? Or why others find success more easily? Do you feel that you have not lived out your hopes and dreams and are about to give them up? Have you caught a glimpse of a better life but failed to go after it?

Don't let your life slip away day by day without even taking a step towards your dream of a better life. Destination Success by Dwight Bain shows that you need not give up on your hopes and dreams just yet. By revealing the Seven Secrets of Success, Bain describes how everyone can be successful and live the life one wants.

[Click here to view the book summary >>](#)



■ Top Performer

A Bold Approach To Sales And Service

By Stephen C. Lundin, PhD and Carr Hagerman, PSP

Hyperion; New York, 2006

ISBN : 1-4013-0179-7

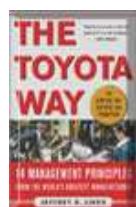
165 pages



We may work at different professions, but ultimately, we all sell something for a living -- whether it's a brand, a vision, an education, a direction, or a service. We may sell numbers or plans at a meeting, learning to a student, or cereal to an infant. In a sense, we all sell ourselves.

"Top Performer" by Stephen C. Lundin (author of the FISH! Series) and Carr Hagermann shows us how to harness our natural energy to bring our selling and our job satisfaction to the next level of success. Full of practical tips and principles, this book shares surprising secrets of a performance artist (Hagermann), and how we can apply them to improve our work ethic and selling style.

[Click here to view the book summary >>](#)



■ Toyota Way, The

By Jeffrey K. Liker

McGraw Hill, 2003

ISBN 0071392319

330 pages



Toyota first caught the world's attention in the 1980s when consumers started noticing that Toyota cars lasted longer and required fewer repairs than American cars. Today, the company is the world's most profitable car manufacturer, consistently producing high-quality cars using fewer man hours and less on-hand inventories. To this day, Toyota continues to raise the bar for manufacturing, production development and process excellence.

The Toyota Way explains the management principle and business philosophy behind Toyota's success. It narrates Toyota's approach to Lean Production (known as the Toyota Production System) and the 14 principles that drive Toyota towards quality and excellence. The book also explains how you can adopt the same principles to improve your business processes, while cutting down on operations and production costs.

[Click here to view the book summary >>](#)



■ TrumpNation

The Art of Being the Donald

By Timothy L. O'Brien

Warner Business Books, 2005

ISBN 0-446-57854-1

263 Pages

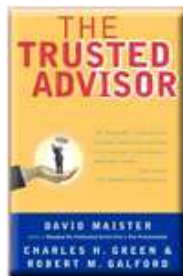


Donald Trump is everywhere. No matter where you are and what you do, you're bound to have heard of him.

Much has been said about the man behind the empire, but what really stands out is that although Donald Trump was a millionaire's son, he was no slacker. He was not content to live a life of leisure off of his father's money, a choice he could have easily made. Instead, he chose to improve upon his status through sheer wit, hard work, and acumen for business that borders on the mythological.

Few people know that the billionaire has suffered setback after setback, and was once on the brink of bankruptcy. But this book shares all, stepping stones and building blocks alike, in the life of Donald Trump, making him more human... and therefore all the more remarkable.

[Click here to view the book summary >>](#)



■ Trusted Advisor, The

David Maister, Charles H. Green, Robert M. Galford
Free Press 2001
ISBN 0743212347
202 pages

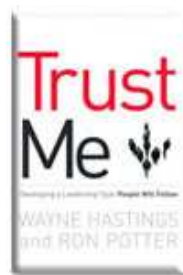


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What is the key to professional success? According to three of the most popular financial advisors today, the one sure way of gaining business success is to master the ability to earn the trust and confidence of your clients.

David Maister, Charles Green and Robert Galford provide anecdotes and real-life examples that demonstrate the importance of trust in business relationships. They offer readers the chance to learn from their mistakes and to use their successes to jumpstart their own businesses and careers.

[Click here to view the book summary >>](#)



■ Trust Me

Developing a Leadership Style People Will Follow

By Wayne Hastings and Ron Potter
Waterbrook Press, First Edition, 2004
ISBN 1-57856-754-8
253 pages

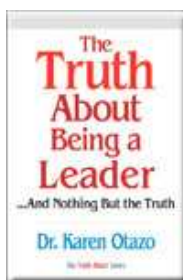


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These days, where the corporate jungle metaphor has transformed into a definite jungle on its own, leadership has become one statement synonymous to corporate success. This book recognizes the leadership qualities that are inherent to everyone. Leadership is everywhere. But then, only a few are able to climb up the ladder and become really great ones.

What are the qualities common to great and successful leaders like Jack Welch, Abe Lincoln and even Babe Ruth? Ron Potter and Wayne Hastings will show you that effective leadership is simply rooted on the following time-tested principles: humility, development, commitment, focus, compassion, integrity, peacemaking and endurance. These principles, as you would observe, are nothing but condensed versions of what is popularly known from the Bible as The Beatitudes.

[Click here to view the book summary >>](#)



■ Truth About Being a Leader, The

...And Nothing But the Truth

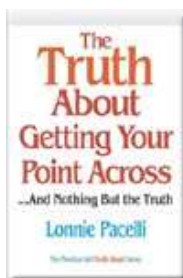
By Dr. Karen Otazo
Prentice Hall, Nov. 2006
ISBN 0131873385
256 pages



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In this book, Dr. Karen Otazo reveals 52 often unspoken "truths" designed to let you in on the profound secrets of successful leaders which are easy to put into action.

[Click here to view the book summary >>](#)



■ Truth About Getting Your Point Across, The

...And Nothing But the Truth

By Lonnie Pacelli
Prentice Hall, 2006
ISBN: 978-0131873711
272 pages

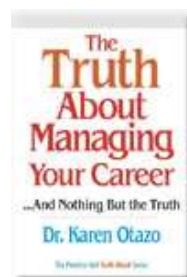


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"Different strokes for different folks." This saying applies not only on how people relate to one another but also to the manner one communicates with people to convey ideas -- be it in professional settings such as meetings, presentations, interviews, brainstorming or even a simple chat. Effective communication brings about productive employees and healthy relationships. Be it verbal or non-verbal communication, the thing that matters most is how you get the message across, effectively.

"The Truth About Getting Your Point Across" by Lonnie Pacelli presents practical tips on how to be effective communicators. Some situations are based on true to life experiences of the author. And as you walk through the pages, you may find yourself in one of the many situations. The tips offered in this book on improving your communication skills are practical, simple and easy to apply.

[Click here to view the book summary >>](#)



■ Truth About Managing Your Career, The

...And Nothing But the Truth

By Dr. Karen Otazo

ISBN 0-13-187336-9

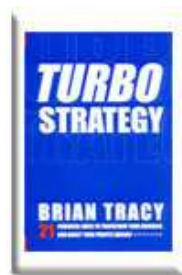
245 pages



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In this book, Dr. Karen Otazo reveals 60 principles and techniques that allow you to take control over your career. This is the truth about how to get and keep the job that you really want-- a helpful practical guide to effectively manage your career.

[Click here to view the book summary >>](#)



■ Turbo Strategy

21 Powerful Ways to Transform Your Business and Boost Your Profits Quickly

By Brian Tracy

AMACOM, 2003

ISBN 0-8144-7193-5

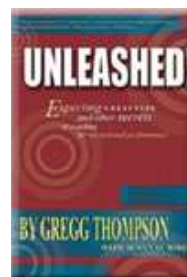
160 pages



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Businesses are run mostly on auto-pilot and any problem areas are only dealt with when they are already critical, but by then it may already be too late. Most business managers are too busy with the day-to-day work to sit back and look at the business critically in terms of its context and the direction it is going. Brian Tracey's Turbo Strategy provides a checklist of areas that should be regularly examined by all businesses to ensure that it remains on the right path towards success and profitability.

[Click here to view the book summary >>](#)



■ Unleashed!

Expecting Greatness and Other Secrets of Coaching for Exceptional Performance

By Gregg Thompson with Susanne Biro

SelectBooks, Inc., 2007

ISBN-13: 978-1-59079-113-4

ISBN-10: 1-59079-113-4

144 pages

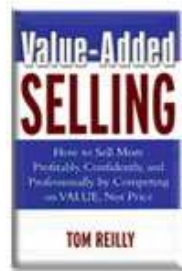


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Today's fastest-growing human resource development process is coaching. Coaches are the sort of people who see the greatness in others, challenge them to live up to their own high standards, and hold them accountable for outstanding performance on a daily basis.

However, what used to be the purview of HR or even external professional coaches is more and more becoming a responsibility of leaders at all organizational levels, who are being asked to be more coach-like with the people they work with. Many of those who are asked to do so are however ill-equipped to provide such coaching.

This is where this book comes in. It provides a unique model and approach to help the managers and leaders of today overcome this challenge and win the war for talent within their organizations.

[Click here to view the book summary >>](#)

■ Value-Added Selling

How to Sell More Profitably, Confidently, and Professionally by Competing on VALUE, Not Price

By Tom Reilly

McGraw-Hill, November 2002

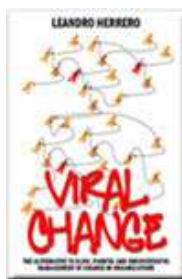
ISBN 0-07-140881-9

267 pages



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“Value-added” is an exhaustive view and approach to selling which focuses on the total value of a product and not merely its price. It includes everything that goes into a product, including organizational efficiency, after-sales services and other inputs and processes, which most companies consider to be outside the realm and definition of value, but is in fact essential to what makes a product valuable for customers in the long run.

[Click here to view the book summary >>](#)

■ Viral Change

The Alternative to Slow, Painful and Unsuccessful Management of Change in Organizations

By Leandro Herrero

meetingminds, 2006

ISBN-10: 1905776012

ISBN-13: 978-1905776016

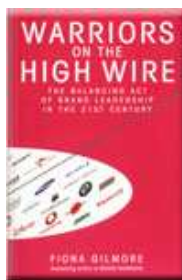
392 pages



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Many people have the idea that organizational change is a long, agonizing, drawn-out process, and this is indeed true in many cases.

However, there is another face of change – one that can rapidly take place in small, incremental steps. Moreover, it need be initiated neither by large groups of people and/or influential individuals; positive change can come not only from the people on top, but can be effected by just one person. In addition, change is inevitable, so openness to it is key; large corporations usually get into trouble because of their inflexibility and non-acceptance of change, considering the dynamic nature of industries.

[Click here to view the book summary >>](#)

■ Warriors on the High Wire

The Balancing Act of Brand Leadership in the 21st Century

By Fiona Gilmore

Replika Books, 2003

ISBN 1-86197-611-9

264 pages



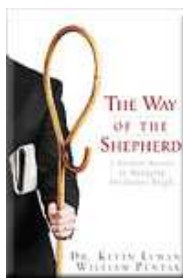
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“Warriors on the High Wire” demonstrates exactly why nothing is as important as managing the brand if a company is to prosper. The brand must be at the heart of an organization if it is to succeed, but very often companies fail to understand this maxim.

Based on interviews with CEOs and key decision-makers, author Fiona Gilmore distills the essence of many top brands. Top CEOs such as Michael Eisner of Disney and Sir Christopher Gent of Vodafone discuss the issues that are crucial to their success. They reveal:

- How companies can create brand architecture to maximize competitive advantage
- Why the role of the brand is of fundamental importance in the age of e-commerce
- Why service brands are critical for much of twenty-first century business
- How companies should deal with acquisitions

[Click here to view the book summary >>](#)



■ Way of the Shepherd, The

7 Ancient Secrets to Managing Productive People

By Dr. Kevin Leman and William Pentak

Zondervan Publications

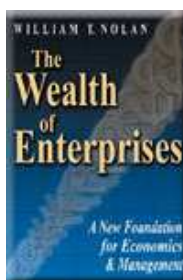
ISBN : 978-971-511-878-1

123 pages



The Way of the Shepherd presents the story of a young, inexperienced reporter who meets and interviews the most respected CEO in America, and walks away with the lessons of a lifetime – the keys to exceptional leadership. In the course of the interview the CEO shares with the reporter seven proven management principles that are ancient in origin but which are nevertheless very applicable in today's fast-paced world.

[Click here to view the book summary >>](#)



■ Wealth of Enterprises, The

A New Foundation for Economics and Management

By William T. Nolan

AuthorHouse, January 2008

ISBN-13: 9781434346186

248 pages



Global enterprises, both political and economic, are driven by the need for scarce resources to feed their economic growth and for political power to protect their borders, markets and sources of raw materials. Socialism and communism are 19 th Century concepts that are dysfunctional and no longer apply in a 21 st Century world.

A new foundation for economics and management is needed for the 21 st century that is more broadly based than the Division of Labor. The explosion of the internet has made the world a smaller and more connected place. Division no longer rules; unity does.

The Enterprise is the way the real world works.

[Click here to view the book summary >>](#)



■ Weekend Millionaire's Secret to Investing in Real Estate, The

By Mike Summey, Roger Dawson

McGraw-Hill Companies, 2003

ISBN 0071412913

288 pages



A great number of people today venture into real estate the way millions of people flocked to the gold rush at the beginning of the century. We've seen and heard how many of them dramatically made millions, even billions, after some time. Interestingly enough, we've also seen and heard about how some of them emerged from the business, broke and practically wiped-out. It was inevitable that hearts would go out to those unfortunate souls. The question remains, "What went wrong?"

This inspiring new book is for all those who have dreamed of becoming a pro in real estate and make millions. This book is also for those people who merely wish to do something profitable and worthwhile during their spare time. Based on the ideas and techniques gathered in real estate investing, and conducting seminars, authors Mike Summey and Roger Dawson offer step-bystep, doable, and practical guidance on how to become a hapless victim in the game of real estate investing. No matter what age group or class would-be investors belong to, Summey and Dawson believe that with right knowledge and the right attitude, it is never too late to get started on the way to becoming the next weekend millionaire and eventually achieve financial freedom.

[Click here to view the book summary >>](#)



■ What Clients Love

A Field Guide to Growing Your Business

By Harry Beckwith
Warner Books 2003
ISBN 0 446 52755 6
282 pages



From making a pitch to building a brand, designing a logo to closing the sale, this is a field guide to take with you to the front lines of today's "business battles."

From the best-selling author of the classic "Selling the Invisible" comes another book filled with lessons learned from real-life stories in the current business environment. Designed for the busy executive (and made to fit nicely in your air travel carry-on) this book explores how the little details really matter in the art of keeping a fruitful and long-term relationship with clients.

[Click here to view the book summary >>](#)



■ What Color Is Your Parachute?

A Practical Manual For Job-Hunters And Career-Changers

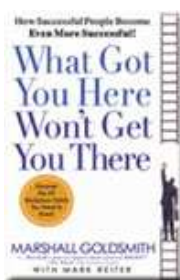
By Richard N. Bolles
Ten Speed Press 2004 Edition
ISBN 1 58008 541 5
411 pages



The best-selling job-hunter's bible for decades, this indispensable resource is a complete handbook for people who are on a quest to find their mission in life, or at the very least, the next good job that will put food on the table. Whether you are a fresh graduate, never finished a degree, or are searching for your deeper calling after many years of work, this is the book for you. You may need a temporary job, but the book strongly suggests a major life-changing one!

There are basically two types of job searches: the traditional, and the life-changing. The former requires the usual resume-matched-to-the-employer-formula. The latter begins with a weekend of honest soul-searching and really deep thought. The actual life-changing job hunt may take much longer. You must have adequate reserves of energy and determination to go on this hunt. But the result of the long search is well worth it. Why? Because the search for the "job of your dreams" is really the search for your true happiness...and you have every right to seek this happiness. You may enlist a family member or a good friend for encouragement and support in this major type of job search. This person will be your taskmaster, the one you can trust to follow up on your weekly progress, and will firmly reprimand you whenever you lose focus or give up too soon

[Click here to view the book summary >>](#)



■ What Got You Here Won't Get You There

How Successful People Become Even More Successful!

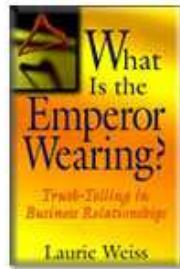
By Marshall Goldsmith With Mark Reiter
Hyperion Books; New York, 2007
ISBN 1-4013-0130-4/ 978-1-4013-0130-9
236 pages



Many of us by this time have achieved a certain level of success. In whatever field, you may feel that your hard work is paying off, and you're nearing the top of the ladder. But you may also think that there is something that's keeping you from the next level of achievement. Something seems to be missing which holds you back from going even higher.

"What Got You Here Won't Get You There" by Marshall Goldsmith gives advice to high achievers and leaders on how they can further their success. An expert on leadership coaching, Goldsmith helps successful people overcome habits, flaws and other traits that keep people from becoming even better in their careers. Written with Mark Reiter, this book lets you tap even deeper into your potential for success.

[Click here to view the book summary >>](#)



■ What is the Emperor Wearing?

Truth-Telling in Business Relationships

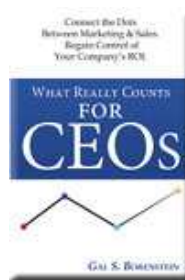
By Laurie Weiss
 Butterworth-Heinemann
 ISBN 0-7506-9872-1
 217 pages



Once upon a time, an emperor who loved clothes was approached by two con men who made him an offer he couldn't refuse. They promised to weave him a special cloth that would be invisible to anyone that is stupid or unworthy of their position. As the work proceeded, the emperor sent high-ranking officials to inspect the cloth. While these officials saw only air where the cloth was supposedly being made, they reported that the work was proceeding well for fear of being considered stupid or unworthy of their rank. Finally the emperor and his entourage came to inspect the cloth. None could see it, but all, also fearing to be known as stupid, proclaimed its magnificence. The con men pretended to cut and sew while everyone supported the deception. When the emperor wore clothes made from the "fabric," the crowd likewise pretended to see clothes. A small child, viewing the naked emperor, announced to all that could hear: "the emperor has no clothes!"

This book provides valuable stories similar to the one told above. These are stories of ordinary individuals in the workplace who are striving to steer a course between deception and damaging confrontation by developing truth-telling skills.

[Click here to view the book summary >>](#)



■ What Really Counts for CEOs

Connect the Dots Between Marketing & Sales Regain Control of Your Company's ROI

By Gal S. Borenstein
 Borenstein Executive University Press, 2009
 ISBN: 978-0-615-25595-8
 131 pages

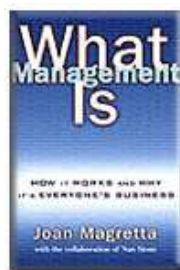


At the end of the day, the CEO must determine what is and isn't working for in his or her company, and act accordingly. Yet, trapped by old-school marketing practices that don't fit and perpetuate finger-pointing between sales and marketing, it can be hard to break through and grow to the next level. That's unless you were able to make your marketing a science, and quickly discern What Really Counts.

It's a brave new world for CEOs; given the move from old-school print advertising to Web 2.0 social networks and the emergence of digital strategies, CEOs far too often have no idea which part of their marketing works and which part doesn't. And neither do many of them know what to should invest in to enhance their company's long-term success. This confusion leads to quite a few CEOs spending more marketing budget dollars than necessary, squandering profit margins and resources that could be used elsewhere.

If the CEO does not understand which parts of the marketing effort are producing the best ROI, there is a strong likelihood that he or she will cut the very infrastructure required to maintain or restore the company's vitality.

[Click here to view the book summary >>](#)



■ What Management Is

How It Works and Why It's Everyone's Business

By Joan Magretta
 Free Press 1st Edition (May 13, 2002)
 ISBN 0743203186
 256 pages

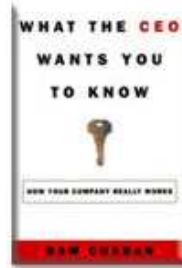


Management affects everyone because it is present in every aspect of the world. It applies to managing oneself — focusing our abilities towards our goals. It applies to our working relationships with others because it affects our choices about them. Management is about putting together

organizations that work to accomplish a mission.

The basic tasks of the manager are to plan and to execute. The manager assesses the organization's goals and resources. He defines these clearly for others. The manager formulates a plan of action or a kind of road map. Having the plan, the manager then proceeds to implement it. The manager must constantly keep careful track of where the organization is (Are we heading towards our goal?) and how the organization is performing (Are we utilizing best value from our resources?).

[Click here to view the book summary >>](#)



■ What The CEO Wants You To Know

How your company really works

By Ram Charan

Random House 2001

ISBN 0-609-60839-8

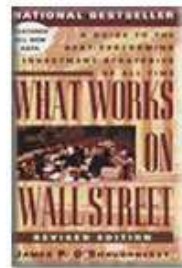
123 pages



pdf mp3 ppt pda html

From running a multi-billion dollar business to selling fruit on the street, the CEO and the vendor share the same street-smart instincts or "business acumen" that are the essential skills to running a business. A CEO wants his or her people to understand business basics, from cash flow, to ROI, to sniffing out new opportunities and eventually becoming more involved in the decision-making that leads to bigger profits. The more you get what the CEO wants you to know, the faster your company will grow!

[Click here to view the book summary >>](#)



■ What Works on Wall Street

Author : James O'Shaughnessy

Publisher : McGraw-Hill Trade, 1998

ISBN : 0070482462

Pages : 325

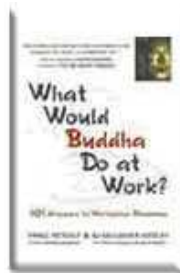


pdf mp3 ppt pda html

It is amazing to reflect how little systematic knowledge Wall Street has to draw upon as regards the historical behavior of securities with defined characteristics. We do, of course, have charts showing the long-term price movements of stock groups and individual stocks. But there is no real classification here, except by type of business. Where is the continuous, ever growing body of knowledge and technique handed down by the analysts of the past to those of the present and future? When we contrast the annals of medicine with those of finance, the paucity of our recorded and digested experience becomes a reproach. We lack the codified experience which will tell us whether codified experience is valuable or valueless. In the years to come we analysts must go to school to learn the older established disciplines. We must study their ways of amassing and scrutinizing facts and from this study develop methods of research suited to the peculiarities of our own field of work. — Ben Graham, 1946.

What Works on Wall Street, by James P. O'Shaughnessy has been around only since 1998, but has already been hailed as one of the great classics of investment. O'Shaughnessy was the first person not an employee of Standard and Poors to gain access to the S&P Compustat Database, the most important and complete repository of fundamental and technical stock data in the world. The project that inspired this book was to computer backtest the data using various fundamental formula searches in order to find out what styles of investment have actually made profits in the last 50 years or so. It is a huge book, 366 pages long, so this little summary here hardly does it justice. This book is not just good, it is downright momentous, an amazing book that cuts through a century of Wall Street lore to show exactly what techniques pay off, you absolutely must get a copy and read it!!! In very brief form, this is what O'Shaughnessy found.

[Click here to view the book summary >>](#)



■ What Would Buddha Do At Work

101 Answers to Workplace Dilemmas

By Franz Metcalf & BJ Gallagher Hateley

ISBN 0-07-121038-5

McGraw-Hill 2002

170 pages



Using the teachings of Buddha in real-world workplace situations, this little book of wisdom will inspire employees, employers, executives, and entrepreneurs alike with its practical answers to everyday problems dealing with the self, with others, and everyday decisions. You always have a choice on how you will react to pressures, and conduct yourself each day. It's about how you use the freedom of choice in the moment to become a better worker, and to find your own path to enlightenment.

[Click here to view the book summary >>](#)



■ What's Your Story?

Storytelling to Move Markets, Audiences, People, and Brands

By Ryan Mathews and Watts Wacker

Financial Times Press, 2007

ISBN-10: 0-13-227742-5

ISBN-13: 978-0-13-227742-6

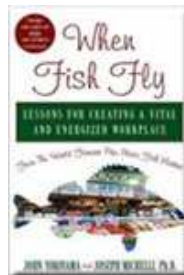
222 pages



Storytelling is a universal human activity. At every stage in history, every society has both told stories and listened to them intently and passionately. Storytelling is the method by which people tell each other who they are, where they come from, what they believe, and how they're unique from one another. They capture their memories of the past and hopes for the future.

And, in addition, stories are the most powerful, most underutilized tools for competitive advantage. Whether you know it or not, your business is already telling stories; the important thing is to learn to recognize them as such and utilize them to help you succeed.

[Click here to view the book summary >>](#)



■ When Fish Fly

Lessons for Creating a Vital and Energized Workplace from the World Famous Pike Place Fish Market

By John Yokoyama and Joseph Michelli, Ph.D.

Hyperion Books, 2004

ISBN-13: 9781401300616

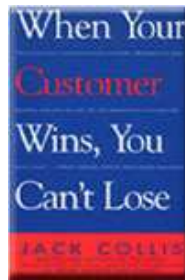
176 pages



People come from far and wide to the World Famous Pike Place Fish Market in Seattle, not only to witness the hilarious spectacle of fishmongers throwing slippery salmon to one another, but also to share in the joyous atmosphere generated by the company's uniquely vital culture.

Pike Place Fish was not always s Famous, however. In this remarkable business-advice book, owner John Yokoyama tells the story of how he transformed a small company on the verge of bankruptcy into an extraordinary model of success. It all began with a vision: By declaring themselves "World Famous" (before it became a reality), Yokoyama and his employees made a conscious decision not just to seek fame but to make a positive difference every day in the lives of each of their customers, suppliers, and colleagues.

[Click here to view the book summary >>](#)



■ When Your Customer Wins, You Can't Lose

By Jack Collis
Harper Business
ISBN: 81-8056-824-5
211 pages

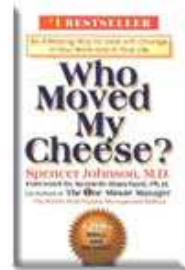


The only real potential a business has is in its customers. Products, services, location and knowledge are all important, but limited and fairly short term in potential. The potential of customers, however, is only limited by the imagination and expectations of businesspeople and customers.

The people that businesspeople need to build their businesses are out there and waiting to be influenced into becoming customers; they are waiting to experience the good feelings that go with having expectations met. They are constantly searching for satisfaction and recognition of their worth as customers.

True success as businesspeople would result from removing the blinkers preventing us from realizing the enormous potential for growth and increased profits that is within the grasp of those who can focus all their decisions, activities and energies on satisfying their customers.

[Click here to view the book summary >>](#)



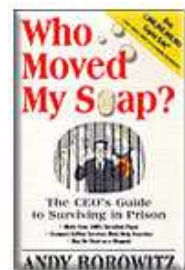
■ Who Moved My Cheese

By Dr. Spencer Johnson
2000 Vermilion UK, Random House Group Ltd.
ISBN 0 09 181 697 1
96 pages



Cheese is a metaphor for what you want to have in life - whether it is a good job, a loving relationship, money, or spiritual peace of mind. Cheese is what we think will make us happy, and when circumstances take it away, different people deal with change in different ways. Four characters in this delightful parable represent parts of ourselves whenever we are confronted with change. Discover how you can let change work to your advantage and let it lead you to success!

[Click here to view the book summary >>](#)



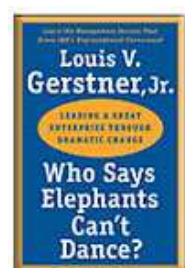
■ Who Moved My Soap?

The CEO's Guide to Surviving In Prison
By Andy Borowitz
Simon & Schuster Trade, June 2003
ISBN 0743251423
84 pages



Satirical and amusing, this book hilariously gives light to convicted CEOs' new environment—the life behind bars. Speaking from his own experience, Andy Borowitz have outlined how to survive and make the most out of the penitentiaries. Written for convicted CEOs, this book humorously paints prison cells as one thing to look forward to and not dread about. This book, however, serves as reality check for CEOs currently occupied in their own corporate world.

[Click here to view the book summary >>](#)



■ Who Says Elephants Can't Dance

Leading a Great Enterprise Through Dramatic Change
By Louis V. Gerstner, Jr.
HarperCollins Publishers, 2002
ISBN 0-06-052390-8

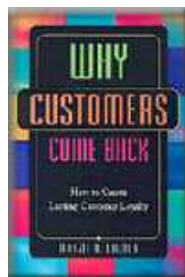


In the early 1990s, International Business Machines Corp. (IBM Corp.) was in a devastating slump. Stock prices had dropped from \$43 in 1987 to \$12 in 1992. System/390 mainframe sales were at an all time low. IBM Europe, Middle East and Africa (EMEA) reported a dismal gross profit margin of 38% in 1992, down from 56% in 1990.

In both print and TV, chroniclers heralded the eventual demise of this industry giant. Charles Morris and Charles Ferguson co-authored a book titled Computer Wars. In it was a statement allegedly quoting Bill Gates as saying that IBM "will fold in seven years." The Wall Street Journal said, "IBM will never again hold sway over the computer industry."

Then came Louis V. Gerstner, Jr. and IBM was never the same again.

[Click here to view the book summary >>](#)



■ Why Customers Come Back

How to Create Lasting Customer Loyalty

By Manzie R. Lawfer

Carrie Press; 2004

ISBN : 1564146952

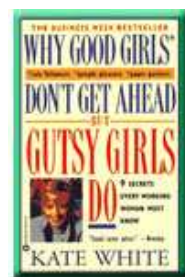
268 pages



Do you want to build greater customer loyalty? Do you want to know what makes customers keep coming back and apply them to your business? Do you want to know how you make your business even more successful by getting more loyal customers?

If your answer to these questions is yes, then read "Why Customers Come Back" by Manzie R. Lawfer. This book helps you discover the motivation and characteristics of loyal customers, and the advantages of dealing with loyal customers. This book is about working with current customers to develop lasting loyalty.

[Click here to view the book summary >>](#)



■ Why Good Girls Don't Get Ahead But Gutsy Girls Do

9 Secrets Every Working Woman Must Know

By Kate White

Warner Books 1995

ISBN 0-446-67215-7

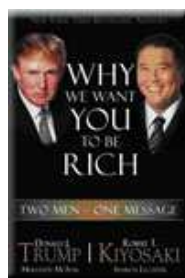
278 pages



Are you a rule follower, a people pleaser or a paper pusher? Have you been passed over for promotions despite your efforts to be well-liked? Chances are, you are a good girl and this might just be the reason why you are being held back.

Former Good Girl Kate White brings you a 9-step program that is designed to transform you from being a good girl to a gutsy girl. Learn how to change your style and self-image and gain that much needed edge in your career

[Click here to view the book summary >>](#)



■ Why We Want You To Be Rich

Two Men, One Message

Donald J. Trump and Robert T. Kiyosaki

RichPress; USA, 2006

ISBN 1-933914-02-5

345 pages

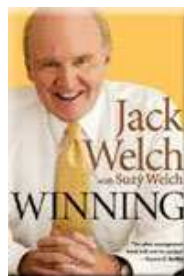


America's middle class is disappearing. Today, if you are middle class, you either need to become rich, or you are in danger of suddenly becoming poor. That's because the US economy is at risk: the dollar is falling, jobs and industries are being exported abroad, wages are decreasing, oil

prices are rising, and Social Security and Medicaid are going bankrupt.. Today's middle class are in danger of losing jobs, retirement pensions, Social Security, and Medicare, and the government cannot protect them.

Donald J. Trump and Robert T. Kiyosaki wrote "Why We Want You To Be Rich" because they believe the solution lies in financial education – teaching people not only how to avoid being poor, but also how to become rich. By sharing their own success stories, Trump and Kiyosaki show how people can think, act and be rich.

[Click here to view the book summary >>](#)



■ Winning

Jack Welch with Suzy Welch.
HarperCollins Publishers, 2005
ISBN: 0-06-075394-3
384 pages

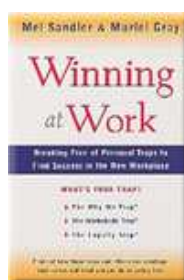


Jack Welch has been asked thousands of questions on getting business right. Even after his retirement as Chief Executive Officer of General Electric, his advice - on just about everything from coping with Chinese competition to devising killer business strategies - has been in great demand.

Most of the questions, however, come down to this one: *What does it take to win?*

First and foremost, winning is achievable. You must, however, learn what makes winning *happen*. "Winning" by Jack Welch provides readers with guidelines to follow, rules to consider, assumptions to adopt and mistakes to avoid.

[Click here to view the book summary >>](#)



■ Winning at Work

Breaking Free of Personal Traps to Find Success in the New Workplace

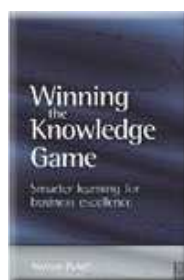
By Mel Sandler & Muriel Gray
Magna Publishing, 2004
ISBN 81-7809-241-7
208 pages



The new workplace is fraught with traps that can ensnare you along your path to success. Most dismaying are those traps you may unwittingly set for yourself – by taking things too personally, by concluding that someone's out to get you, by taking on too much responsibility, and so on and so forth.

Describing numerous personal traps that can foil all of us at one time or another, employee assistance professionals Mel Sandler and Muriel Gray show readers how to reassess what is expected of them and what they need to do to get there – guiding the way through major organizational change and workplace pressures.

[Click here to view the book summary >>](#)



■ Winning The Knowledge Game

Smarter Learning For Business Excellence

By Alastair Rylatt
Elsevier Science & Technology Books, 2003
ISBN 0 7506 5809 6
224 Pages



Alastair Rylatt's book specifically outlines how businesses and organizations gain excellent performance through sensitivity, interactivity, flexibility, and adaptability. With these in mind, knowledge is defined as something that is dynamic and can neither be contained nor be spoiled. However, making use of knowledge is also like planting a seed, in order for it to grow fully; it should be watered, cultivated. It is the way to comprehend what it is to be human in the settings mentioned.

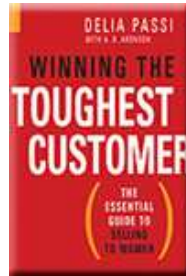
He further describes the approach as the knowledge game, a requirement for winning amidst the

demanding, ever-changing cycle of running a venture or leading a group that comprise of members with varied and interesting personalities.

The book is divided into three (3) parts, which are based on three (3) guide posts presented to its reader[s], which they can explore as they further read it:

- Opening hearts and minds
- Growing competitive advantage
- Ensuring lasting success

[Click here to view the book summary >>](#)



■ Winning the Toughest Customer

The Essential Guide to Selling to Women

By Delia Passi with A.B. Aronson

Kaplan Publishing, 2006

ISBN-13: 978-1-4195-3554-3

ISBN-10: 1-4195-3554-4

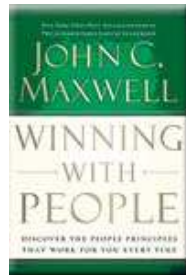
155 pages



Many sales professionals find it a daily struggle to understand women customers. The way women interpret behavior, hear unexpected meanings, take in “peripheral” information, and view the overall sales process is very different from how men do so. Needless to say, selling to women is very tough and can often make or break one’s sales career.

As a result, women’s wants, expectations, and needs are far too often misunderstood and/or are not met at the sales professional’s peril. The female market is the largest consumer market out there, and sales professionals can afford neither to ignore nor belittle it.

[Click here to view the book summary >>](#)



■ Winning With People

Discover the People Principles that Work for You Every Time

John C. Maxwell

St. Martin’s Press; New York, 2006

ISBN-10: 0-312-35793-1

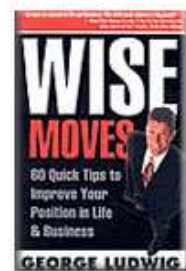
272 pages



Most of the successes in businesses and personal life come from initiating relationships with the right people and then strengthening those relationships by using good people skills. Stanley Allyn said that, “Human relation is the most important science in living. The most useful person in the world today is the man or woman who knows how to get along with people.”

However, most people fall into the trap of taking relationships at work or at home for granted. You may also know of some people who are talented, but who cannot succeed in life because they are difficult to deal with. This means building relationships and winning people is extremely important. But what does it take to win people? “Winning with People” by John C. Maxwell offers the basic principles for building good relationships with others that work every time.

[Click here to view the book summary >>](#)



■ Wise Moves

60 Quick Tips to Improve Your Position in Life & Business

By George Ludwig

CRL Publishing Group, 2003

ISBN 0-9740223-0-6

113 pages



This book on enhancing your dealings, both in life and in business, offers 20 valuable tips on improving your position in life, 20 tips on improving your position in business, and 20 timeless quotes on the art of making an extraordinary life.

[Click here to view the book summary >>](#)



■ Woman's Advantage, The

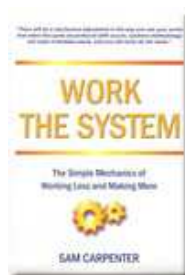
20 Women Entrepreneurs Show You What It Takes to Grow Your Business

By Mary Cantando
Kaplan Publishing, May 2006
ISBN: 1419535714
220 pages



Women are fast becoming formidable contenders in the world of business. This has been evidenced by the rise of multi-million and billion dollar ventures that are solely or majority held by females. The double standard is close to being extinct. The experiences of the following 20 women in turning their budding businesses into thriving gold mines will hopefully inspire other women all over the globe to step up and make a difference.

[Click here to view the book summary >>](#)



■ Work the System

The Simple Mechanics of Working Less and Making More

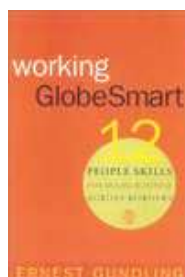
By Sam Carpenter
North Sister Publishing, 2008
ISBN: 978-0-9801127-0-2
274 pages



There is nothing mystical in *Work the System* – no airy-fairy platitudes, no feel-good, unsupportable theories of reality that offer little more than immediate comfort. This book is not about right or wrong, religion or politics, or about turning our world upside down. Instead, it aims to give its readers simple and dispassionate direction for finding freedom and wealth in the world they inhabit.

For small business owners, corporate ladder climbers, and nine-to-fivers, it's a boots-on-the-ground blueprint for breaking free.

[Click here to view the book summary >>](#)



■ Working Globesmart

12 People Skills for Doing Business Across Borders

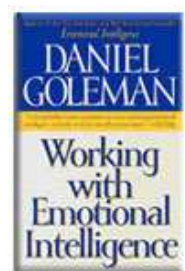
By Ernest Gundling
Davies-Black Publishing, 2003
ISBN 0891061770
345 pages



Believe it or not, it is easy to create new opportunities for building wealth. In fact, unseen opportunities are passing you by everyday. The only thing you need to do is to look at these overlooked opportunities with fresh eyes and capitalize on them.

Marketing genius Jay Abraham shares with you a program that will help you reach the pinnacle of success. Using the strategies he has utilized as a top advisor to some of America's top corporations, Jay teaches you how to spot hidden assets and how to use untapped resources to maximize your career and increase your income.

[Click here to view the book summary >>](#)



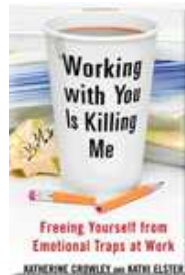
■ Working With Emotional Intelligence

By Daniel Goleman
Bantam Books
ISBN 0-553-84023-1
464 pages



In this book, author Daniel Goleman reveals the skills that distinguish star performers in every field, from entry level jobs to middle-level to top executive posts. The book shows that the single most important factor is not IQ, advanced degrees, or technical expertise, but the quality called "Emotional Intelligence." This book shows that we all possess the potential to improve our emotional intelligence - at any stage in our careers, as individuals or as team members in an organization.

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■ Working With You is Killing Me

Freeing Yourself from Emotional Traps at Work

By Katherine Crowley and Kathi Elster

Warner Business Books. 2006

ISBN 0446576743

256 pages



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In a perfect world, businesses would run as they were presented in company brochures and portfolios-- performing as lean, mean, profit-making machines, with all its departments and people united as one mind, moving towards a single goal. But this is hardly a perfect world, and in reality, an office setting is often far from being serene. It is a mix of personalities and working styles which sometimes clash, creating friction between people and often creating problems for the company as well.

Because the workplace is such a volatile mix of elements that are often beyond an individual's control, it is impossible to never to have encountered a person who pushes your buttons. The resulting tension between you and this person is most likely to interfere with productivity, and since you are unable to reprogram them or delete them from your work experience, you're more likely to sulk and stress about it, with negative results. If left unsolved, this often leads to the loss of productivity, and in the end, it may even cost you the job that you love.

In Working With You Is Killing Me, you are taught to take control of the situation, change your outlook and responses to the situation in order to be able to handle it in the most professional way possible.

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■ You Inc.

How To Attract Amazing Success Into Your Life And Business

By John McGrath

LeadsPress; New Delhi, 2006

ISBN : 91-8056-650-1

252 pages

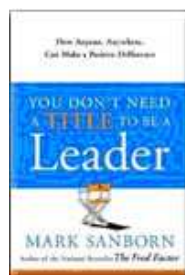


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It's an exciting time for business people. There have never been so many opportunities in the world of business as there are today. We can all achieve more than ever before and in a much shorter timeframe than we previously could have imagined.

"You Inc." by John McGrath shows you how you can take advantage of these opportunities by creating the business of your dreams. This book offers major strategies and practical, easy-to-do tips on how to turn your current business – into a world-class success.

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■ You Don't Need a Title to be a Leader

How Anyone, Anywhere, Can Make a Positive Difference

Mark Sanborn

Random House, 2006

ISBN13: 978-0-385-51747-8,,ISBN-10: 0-385-51747-5

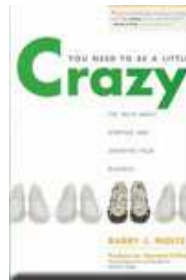
106 pages



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Leaders do not necessarily need titles to be what they are. In this book, Mark Sanborn uses the stories of unsung heroes to illustrate how people can improve their organization and enhance their careers.

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■ You Need to Be a Little Crazy

The Truth About Starting and Growing Your Business

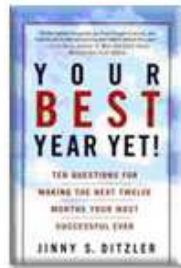
Barry J. Moltz
Dearborn Trade, 2003
ISBN 079318018X
172 pages



Are you thinking of starting your own business? Turning your back on a stable career to pursue your own business takes a lot of passion, courage and a little craziness.

Barry Moltz, successful entrepreneur and investor, shares with you his ideas on how to build a business without breaking your bank. Find out the greatest myths of start-up businesses and learn how to nurture the human dimension of business.

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■ Your Best Year Yet

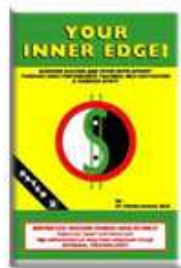
Ten Questions for Making the Next Twelve Months Your Most Successful Ever

By Jinny S. Ditzler
Warner Books, 2000 ISBN: 0446675474
230 Pages



Here is a book with a thought-provoking questionnaire recommended for anyone who is either new to the field of personal growth, or want to take themselves to the next level. The first part of the book is largely a personal account of how the author developed the workshop and how it helped her and her husband reach their goals. The book and questionnaire is challenging, yet easy to follow and can help readers sort out their beliefs, values, roles and goals.

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■ Your Inner Edge

Business Success and Inner Development through High Performance Training, Self-motivation & Warrior Spirit!

By Charles Lambert, Ed.D.
Trafford Publishing, Trafford Holdings Ltd. Canada 2003
ISBN 1-55395-483-1
242 pages



The author contends that personal training and coaching can help individuals to gain the "edge" required for them to excel. As other success-minded professionals avail of the services of personal trainers and coaches to gain such an edge, readers can have as personal a training through the author's book. The book can be used both as a stand-alone training manual and as part of a learning system known as the Internal Technology (IT) Training Program. The book is a collection of techniques and principles from various disciplines with accompanying experiential exercises to facilitate understanding and application.

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■ Your Marketing Sucks

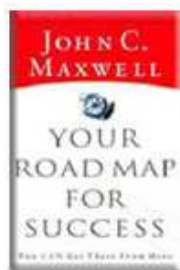
By Mark Stevens
Crown Business July 8, 2003
240 pages
www.randomhouse.com
www.yourmarketingsucks.com



If every dollar that you spend on marketing isn't generating more than that amount, then your marketing sucks. You might as well throw away thousand-dollar bills in spending on marketing. So says author Mark Stevens, creator of the Extreme Marketing process.

Extreme Marketing is based on the premise that you know why and what you are spending for in marketing. In other words, your spending is in context with specific goals. There should be a plan that makes every marketing tactic reinforce the other. What gets back must be more than what you spend.

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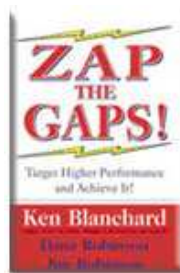
■ Your Road Map for Success

You CAN Get There From Here
By John C. Maxwell
Thomas Nelson Publishers 2002
ISBN 0785265961
230 pages



John C. Maxwell, best-selling author of the 21 Irrefutable Laws of Leadership, begins this book by sharing an article about how people define success. He reveals that most people who want to be successful misunderstand success, that it is an ideal situation incorporating impossible elements. Some want to have the beauty of a Cindy Crawford or the business acumen of a Bill Gates. He redefines success but stating what it is not. It is not wealth, not a feeling of success, specific possessions, power or achievement. He then cites specific examples of well-known personalities who had achieved all these but could still not consider themselves successful.

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■ Zap the Gaps

Target Higher Performance and Achieve It!
By Ken Blanchard, Dana Robinson, and Jim Robinson
HarperCollins Publishers Inc., 2002
ISBN 0 06 050300 9
126 pages



A fictitious character by the name of Bill Ambers is this book's protagonist. Bill is the classic director of customer service in a call center. He faces the challenge set by his new boss, Angela Krafft, the archetype of the results-oriented boss. Angie simply wants him to "turnaround the numbers" and improve the call center's customer service, without the support of a big budget. Together with his HR counterpart Sarah, and with the help of a mentor, Landscaper Michael St. Vincent, Bill learns to systematically dig to the root of the problem, discovering how to Zap The Gaps in his department's performance.

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