

Traction Get A Grip On Your Business

Forget a Mentor, Find a Sponsor
The Remarkable Practice
The School of Intentional Living
Overcoming the Five Dysfunctions of a Team
Traction
The Four Obsessions of an Extraordinary Executive
How to Be a Great Boss
Abundance
Trust Factor
The Age of Speed
Rocket Fuel
1501 Ways to Reward Employees
Traction
Tourism Ethics
Finish Big
Setting the Table
The E-Myth Revisited
Good to Great
Crossing the Chasm
The 4 Disciplines of Execution
Mastering the Rockefeller Habits
Get A Grip
The Wall Street Professional's Survival Guide
Small Giants
The Young Entrepreneur's Guide to Starting and Running a Business
Hot Seat
Vision to Results: Leadership in Action
Start Your Business in 7 Days
The Hill to Die on
The Radical Leap
Earn It!: The Tools You Need to Earn the Money You Want
Scaling Up
Can't Even
What the Heck Is EOS?
Marketing in the Round
Lead the Field
How to Invest in Real Estate
Winning (Enhanced Edition)
The Art of Invisibility
Maid

Forget a Mentor, Find a Sponsor

What avoidable problem destroys more young startups than any other? Why is it a mistake to ask for introductions to investors? When do you play the CEO card? Should you sell out? Author and four-time founder/CEO Dan Shapiro tells the stories of dozens of startups whose companies lived and died by the advice in these pages. From inception to destruction and triumph to despair, this rollercoaster read takes aspiring entrepreneurs from the highs of billion-dollar payouts and market-smashing success to the depths of impostor syndrome and bankruptcy. Hot Seat is divided into the five phases of the startup CEO experience: Founding explains how to formulate your idea, allocate equity, and not argue yourself to death. Funding provides the keys to venture capital, angels, and crowdfunding, plus clear advice on which approach to choose. Leadership lays out a path to build a strategy and culture for your team that will survive good times and bad. Management reveals how to manage your board, argue with your team, and play the CEO card. Endgame explains how to finish a company's existence with grace, wealth, and minimal litigation.

The Remarkable Practice

Has your company struggled to roll EOS out to all levels of your organization? Do your employees understand why EOS is important or even what it is? What the Heck is EOS? is for the millions of employees in companies running their businesses on EOS (Entrepreneurial Operating System). An easy and fast read, this book answers the questions many employees have about EOS and their company: What is an operating system? What is EOS and why is my company using it? What are the EOS foundational tools and how do they impact me? What's in it for me? Designed to engage employees in the EOS process and tools, What the Heck is EOS? uses simple, straightforward language and provides questions about each tool for

managers and employees to discuss creating more ownership and buy-in at the staff level. After reading this book, employees will not only have a better understanding of EOS but they will be more engaged, taking an active role in helping achieve your company's vision.

The School of Intentional Living

Work for yourself in just one week with Britain's most dynamic entrepreneur 'Everybody wants to be an entrepreneur. Every single day of my life I am bombarded by people with pitches. But 90% of new businesses fail, because their founders failed to ask themselves the simplest of questions. I can save you years of wasted time and thousands of pounds of wasted money by giving you the ammunition to ask the right questions, and helping you make the decision that is right for you. I will show you how to spend a maximum of seven days deciding if your idea is workable and bankable. How to say 'I'm in', but equally importantly, to have the courage to say 'I'm out'. How to become your own Dragon. Each piece of advice in this book is based on my thirty years of starting businesses. You will find all the fundamental ingredients for any new company, whatever sector you want to be in, whatever size of business you have in mind, along with the tools to make it work. Answer all the tough questions I am going to get you to ask yourself and you will have a business that genuinely has a chance of success. You can be one of the 10% of businesses that do make it.' - James Caan. James Caan is one of the UK's most successful and dynamic entrepreneurs, having built and sold businesses since 1985. After dropping out of school at sixteen and starting his first business in a Pall Mall broom cupboard - armed with little more than charm and his father's advice - Caan went on to make his fortune in the recruitment industry, founding the Alexander Mann Group, a company with a turnover of £130m. A 2003 graduate of Harvard Business School, Caan's most recent endeavour has been to set up private equity firm Hamilton Bradshaw. Caan hit our screens when he joined the panel of the BBC's Dragons' Den in 2007. He is a regular in the national and business press, advises on various Government programmes, and initiates numerous philanthropic projects via the James Caan Foundation.

Overcoming the Five Dysfunctions of a Team

The authors document how four forces--exponential technologies, the DIY innovator, the Technophilanthropist, and the Rising Billion--are conspiring to solve our biggest problems. "Abundance" establishes hard targets for change and lays out a strategic roadmap for governments, industry and entrepreneurs, giving us plenty of reason for optimism.

Traction

Every business owner has been faced with an employee asking, "Can I have a raise?" Whether their performance is good,

adequate, or terrible, employees often lack clarity about how to connect their performance to the value they create for the company. Earn It! is a how-to manual to begin that conversation. Directed toward employees of growth-oriented companies, Earn It! is a step-by-step guide that creates awareness in the reader about how to contribute at a higher level and then builds an action plan for getting there. Author Jill Young serves as an approachable coach and cheerleader. The practical advice she offers can help anyone understand how to deliver a star performance. She wrote this book to give you, the manager, a way to answer the “raise” question: with a smile, a copy of Earn It!, and an invitation to “read this and come talk with me in a few weeks.” Jill hopes to widen the path to success by helping everyone in the organization thrive as they work toward a shared vision.

The Four Obsessions of an Extraordinary Executive

Who’s pulling for you? Who’s got your back? Who’s putting your hat in the ring? Odds are this person is not a mentor but a sponsor. Mentors can build your self-esteem and provide a sounding board—but they’re not your ticket to the top. If you’re interested in fast-tracking your career, what you need is a sponsor—a senior-level champion who believes in your potential and is willing to advocate for you as you pursue that next raise or promotion. In this powerful yet practical book, economist and thought leader Sylvia Ann Hewlett—author of ten critically acclaimed books, including the groundbreaking Off-Ramps and On-Ramps—shows why sponsors are your proven link to success. Mixing solid data with vivid real-life narratives, Hewlett reveals the “two-way street” that makes sponsorship such a strong and mutually beneficial alliance. The seven-step map at the heart of this book allows you to chart your course toward your greatest goals. Whether you’re looking to lead a company or drive a community campaign, Forget a Mentor, Find a Sponsor will help you forge the relationships that truly have the power to deliver you to your destination.

How to Be a Great Boss

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

Abundance

Too many doctors spend their careers dedicated to building a busy practice at the expense of their own health, happiness, marriage, or children. What they don't realize is that they've built a job instead of a business, and now, that job owns them. This book is the blueprint for chiropractors who want to create a Remarkable Practice as part of a Remarkable Life--not instead of one. It's for the chiropractor who wants to make a bigger impact (and a bigger income) through leverage, not brute force. Inside you'll discover the proven Remarkable Systems for the core four functions of the chiropractic business: Attraction (marketing), Conversion (sales), Retention (service), and Team Building. If you're ready to turn your practice into a business and transform yourself from Owner Operator to CEO, this book is for you.

Trust Factor

An instant classic, this revised and updated edition of the phenomenal bestseller dispels the myths about starting your own business. Small business consultant and author Michael E. Gerber, with sharp insight gained from years of experience, points out how common assumptions, expectations, and even technical expertise can get in the way of running a successful business. Gerber walks you through the steps in the life of a business—from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective: the guiding light of all businesses that succeed—and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Most importantly, Gerber draws the vital, often overlooked distinction between working on your business and working in your business. The E-Myth Revisited will help you grow your business in a productive, assured way.

The Age of Speed

Here is the bestselling guide that created a new game plan for marketing in high-tech industries. Crossing the Chasm has become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

Rocket Fuel

In October 1985, at age twenty-seven, Danny Meyer, with a good idea and scant experience, opened what would become one of New York City's most revered restaurants—Union Square Cafe. Little more than twenty years later, Danny is the CEO of one of the world's most dynamic restaurant organizations, which includes eleven unique dining establishments, each at the top of its game. How has he done it? How has he consistently beaten the odds and set the competitive bar in one of the toughest trades around? In this landmark book, Danny shares the lessons he's learned while developing the winning recipe

for doing the business he calls "enlightened hospitality." This innovative philosophy emphasizes putting the power of hospitality to work in a new and counterintuitive way: The first and most important application of hospitality is to the people who work for you, and then, in descending order of priority, to the guests, the community, the suppliers, and the investors. This way of prioritizing stands the more traditional business models on their heads, but Danny considers it the foundation of every success that he and his restaurants have achieved. Some of Danny's other insights: Hospitality is present when something happens for you. It is absent when something happens to you. These two simple concepts—for and to—express it all. Context, context, context, trumps the outdated location, location, location. Shared ownership develops when guests talk about a restaurant as if it's theirs. That sense of affiliation builds trust and invariably leads to repeat business. Err on the side of generosity: You get more by first giving more. Wherever your center lies, know it, name it, believe in it. When you cede your core values to someone else, it's time to quit. Full of behind-the-scenes history on the creation of Danny's most famous restaurants and the anecdotes, advice, and lessons he has accumulated on his long and ecstatic journey to the top of the American restaurant scene, *Setting the Table* is a treasure trove of innovative insights that are applicable to any business or organization.

1501 Ways to Reward Employees

Tourism Ethics applies moral concepts and issues to some of the most vexing tourism dilemmas of the day, through foundational research from many disciplines including biology, psychology, anthropology, geography and philosophy. Areas of emphasis include sex tourism, all-inclusives, ecotourism, justice, rights, deontology and teleology.

Traction

It doesn't matter how old you are or where you're from; you can start a profitable business. The *Young Entrepreneur's Guide to Starting and Running a Business* will show you how. Through stories of young entrepreneurs who have started businesses, this book illustrates how to turn hobbies, skills, and interests into profit-making ventures. Mariotti describes the characteristics of the successful entrepreneur and covers the nuts and bolts of getting a business up, running and successful.

Tourism Ethics

Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. Discovered by more than

80,000 companies, the Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, Get A Grip.

Finish Big

It's time to take your business to the next level. Eileen Sharp and Vic Hightower were frustrated. After years of profitable, predictable growth, Swan Services was in a rut. Meetings were called and discussions held, but few decisions were made and even less got done. People were pointing fingers and assigning blame, but nothing happened to solve Swan's mounting problems. It felt as though they were working harder than ever but with less impact. The company Eileen and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore. Their story is not unusual. The challenges they were facing are common, predictable, and solvable. Get A Grip tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients. The story of Swan Services is a fable, but the Entrepreneurial Operating System® is very real and has helped thousands of businesses worldwide. A complete entrepreneurial toolkit, EOS has helped thousands of businesses get to where they want to be. In Get A Grip, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With characters and situations created from collective business experiences and stories, Get A Grip is a fable that will ring true for entrepreneurial leaders the world over and guide them to get their companies on track.

Setting the Table

BARACK OBAMA'S SUMMER READING PICK, 2019. BBC RADIO 4 BOOK OF THE WEEK. Educated meets Nickel and Dimed in Stephanie Land's memoir about working as a maid. A beautiful and gritty exploration of poverty in the western world. Includes a foreword by international bestselling author Barbara Ehrenreich. 'My daughter learned to walk in a homeless shelter.' As a struggling single mum, determined to keep a roof over her daughter's head, Stephanie Land worked for years as a maid, working long hours in order to provide for her small family. In Maid, she reveals the dark truth of what it takes to survive and thrive in today's inequitable society. As she worked hard to climb her way out of poverty as a single parent, scrubbing the toilets of the wealthy, navigating domestic labour jobs as a cleaner whilst also juggling higher education,

assisted housing, and a tangled web of government assistance, Stephanie wrote. She wrote the true stories that weren't being told. The stories of the overworked and underpaid. Written in honest, heart-rending prose and with great insight, Maid explores the underbelly of the upper-middle classes and the reality of what it's like to be in service to them. 'I'd become a nameless ghost,' Stephanie writes. With this book, she gives voice to the 'servant' worker, those who fight daily to scramble and scrape by for their own lives and the lives of their children.

The E-Myth Revisited

The Radical Leap is a business parable originally launched in 2004. In the last 10 years, the book has sold over 100,000 copies and inspires business leaders all over the world to bring Love, Energy, Audacity, and Proof to their work and their life.

Good to Great

In the years following the publication of Patrick Lencioni's best-seller The Five Dysfunctions of a Team, fans have been clamoring for more information on how to implement the ideas outlined in the book. In Overcoming the Five Dysfunctions of a Team, Lencioni offers more specific, practical guidance for overcoming the Five Dysfunctions—using tools, exercises, assessments, and real-world examples. He examines questions that all teams must ask themselves: Are we really a team? How are we currently performing? Are we prepared to invest the time and energy required to be a great team? Written concisely and to the point, this guide gives leaders, line managers, and consultants alike the tools they need to get their teams up and running quickly and effectively.

Crossing the Chasm

As a leader, your job is to make your people and your organization better. It's safe to say you have no intention of leading a stagnant organization, yet organizational decay can creep in and go unnoticed unless you're actively working to combat it. What begins with a few missed goals and declining productivity can evolve into a widespread malaise that robs your people of their passion and causes them to create uninspired work. For every organization in this situation, the real culprit is a lack of vision. If leaders want their people to achieve results that will drive the organization forward, each employee must understand why they're doing what they're doing. In Vision to Results, Jim Fischetti teaches you how to create an actionable vision for your organization that brings everyone's role into sharp focus, as well as implement a continuous accountability system that addresses problems before they arise, keeping your organization healthy for years to come.

The 4 Disciplines of Execution

Today more than ever, businesses need fresh ideas to nurture talent and retain employees—enter 1,501 Ways to Reward Employees, thoroughly revised, updated, and even more chockablock with ideas than 1,001 Ways to Reward Employees, the groundbreaking national bestseller. Adapted to meet the needs of an evolving workplace—especially to deal creatively with virtual employees, freelancers and permalancers, international colleagues, and the rule-bending expectations of millennials—its 1,501 low-and no-cost rewards and strategies are drawn from thousands of companies across the globe. Ideas range from the informal (Wells Fargo’s thank-you e-cards) and the offbeat (JS Communications two free “I Don’t Want to Get Out of Bed” Days) to the formal (J. C. Penney “affirms” new managers in a moving ceremony) to the totally nutty (the legendary honor of having your office “sodded”—literally, grassed over—at Microsoft). For bosses, managers, entrepreneurs, small-business owners, consultants—anyone who’s responsible for working successfully in an ever-tougher economy—this is the rewards bible.

Mastering the Rockefeller Habits

Drive more value from all your marketing and communications channels--together! Demolish your silos and sync all your messaging, strategies, and tactics (really!). Optimize every medium and platform, from iPad and Facebook to TV and direct. This book is a must-read for every senior marketing, communications, and PR decision-maker. It’s not about social media. Or new (or old) media. It’s about results—and there’s only one way to get results. You must finally bite the bullet, tear down your silos, and integrate all your marketing and communications. That’s how you choose the best platforms and messages for each customer. That’s how you make research and metrics work. That’s how you overcome today’s insane levels of complexity and clutter. You’re thinking: Oh, that’s all I need to do? “Just” integrate my whole organization? Are you nuts? No. We’re not. It can be done. This book’s authors have done it. They’ve shown others how to do it. And now they’re going to show you. Step by step. Strategy. Tactics. Research. Metrics. Culture. Social. Mobile. Direct. Broadcast. Print. All of it. With you, the marketing/communications decision-maker, right at the centerright where you belong! Even now, organizational silos prevent most companies from conversing coherently with customers, delivering the right targeted messages, and building real synergies across all their marketing and communications programs. Now, Gini Dietrich and Geoff Livingston show how to finally break down those silos, bridging traditional and newer disciplines to drive more value from all of them. You’ll learn how to create a flexible marketing hub with integrated spokes including sales, PR, advertising, customer service, HR, social media, and the executive team. Then, you’ll learn how to use your hub to speak cohesively with each customer through the tools and platforms that deliver the best results at the lowest cost. Dietrich and Livingston guide you through hands-on strategic planning, illustrating key points with real case studies and offering practical exercises for applying their principles. You’ll learn how to perform baseline analyses of media from iPad apps to radio, optimize

resource allocation, change culture to overcome siloed behavior, use measurement to clear away obstacles, and gain more value from every marketing investment you make. Pull it all together--finally! How to successfully integrate your tactics, tools, messages, and teams Better goals, better results: beyond "SMART" to "SMARTER" Specific, measurable, attainable, relevant, time-bound, evaluate, and reevaluate Better listening: stakeholders, customers, and research that works How to make sure you hear what really matters Four powerful ways to market in the round When to go direct, come from above, use the groundswell, or execute flanking maneuvers

Get A Grip

"No two exit experiences are exactly alike. Some people wind up happy with the process and satisfied with the way it turned out while others look back on it as a nightmare. The question I hope to answer in this book is why. What did the people with 'good' exits do differently from those who'd had 'bad' exits?" When pioneering business journalist and Inc. magazine editor at large Bo Burlingham wrote *Small Giants*, it became an instant classic for its original take on a common business problem—how to handle the pressure to grow. Now Burlingham is back to tackle an even more common problem—how to exit your company well. Sooner or later, all entrepreneurs leave their businesses and all businesses get sold, given away, or liquidated. Whatever your preferred outcome, you need to start planning for it while you still have time and options. The beautiful part is that if you start early enough, the process will lead you to build a better, stronger, more resilient company, as well as one with a higher market value. Unfortunately, most owners don't start early enough—and pay a steep price for their procrastination. Burlingham interviewed dozens of entrepreneurs across a range of industries and identified eight key factors that determine whether owners are happy after leaving their businesses. His book showcases the insights, exit plans, and cautionary tales of entrepreneurs such as Ray Pagano: founder of a leading manufacturer of housings for security cameras. He turned down a bid for his company and instead changed his management style, resulting in a subsequent sale for four times the original offer. Bill Niman: founder of the iconic Niman Ranch, which revolutionized the meat industry. He learned about unhappy exits when he was forced to sell to private equity investors, leaving him with nothing to show for his thirty-five years in business. Gary Hirshberg: founder of organic yogurt pioneer Stonyfield Farm. He pulled off the nearly impossible task of finding a large company that would buy out his 275 small investors at a premium price while letting him retain complete control of the business. Through such stories, Burlingham offers an illuminating and inspirational guide to one of the most stressful, and yet potentially rewarding, processes business owners must go through. And he explores the emotional challenges they face at every step of the way. At the end of the day, owning a business is about more than selling goods and services. It's about making choices that shape your entire life, both professional and personal. *Finish Big* helps you figure out how to face your future with confidence and be able to someday look back on your journey with pride.

The Wall Street Professional's Survival Guide

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

Small Giants

A BEST BOOK OF THE FALL AS SEEN IN: Apartment Therapy • Book Riot • Business Insider • BuzzFeed • Daily Nebraskan • Entertainment Weekly • Esquire • Fortune • Harper's Bazaar • HelloGiggles • LinkedIn • O Magazine • Time Magazine "[A] razor sharp book of cultural criticism...With blistering prose and all-too vivid reporting, Petersen lays bare the burnout and despair of millennials, while also charting a path to a world where members of her generation can feel as if the boot has been removed from their necks." —Esquire "An analytically precise, deeply empathic book about the psychic toll modern capitalism has taken on those shaped by it. Can't Even is essential to understanding our age, and ourselves."—Ezra Klein, Vox co-founder and New York Times bestselling author of Why We're Polarized An incendiary examination of burnout in millennials—the cultural shifts that got us here, the pressures that sustain it, and the need for drastic change Do you feel like your life is an endless to-do list? Do you find yourself mindlessly scrolling through Instagram because you're too exhausted to pick up a book? Are you mired in debt, or feel like you work all the time, or feel pressure to take whatever gives you joy and turn it into a monetizable hustle? Welcome to burnout culture. While burnout may seem like the default setting for the modern era, in Can't Even, BuzzFeed culture writer and former academic Anne Helen Petersen argues that burnout is a definitional condition for the millennial generation, born out of distrust in the institutions that have failed us, the unrealistic expectations of the modern workplace, and a sharp uptick in anxiety and hopelessness exacerbated by the constant pressure to "perform" our lives online. The genesis for the book is Petersen's viral BuzzFeed article on the topic, which has amassed over seven million reads since its publication in January 2019. Can't Even goes beyond the original article, as Petersen examines how millennials have arrived at this point of burnout (think: unchecked capitalism and changing labor laws) and examines the phenomenon through a variety of lenses—including how burnout affects the way we work, parent, and socialize—describing its resonance in alarming familiarity. Utilizing a combination of sociohistorical

framework, original interviews, and detailed analysis, Can't Even offers a galvanizing, intimate, and ultimately redemptive look at the lives of this much-maligned generation, and will be required reading for both millennials and the parents and employers trying to understand them.

The Young Entrepreneur's Guide to Starting and Running a Business

Over the many years that we've been serving real estate investors, one of the most asked questions on our site has been, "How Do I Get Started in Real Estate Investing?" New investors will love the fundamentals and even experienced investors will appreciate the high-level view of strategies they may have never even considered. Don't let some guru tell you what the right path is for you. Read How to Invest in Real Estate and see all the paths in one place, so you can make the best choice for you, your family, and your financial future. This book will help new investors get a firm foundation to build their investing business upon. With topics ranging from how to gain a solid real estate education, real estate niches, financing, marketing, and more, this book is truly the definitive guide for helping new investors learn the ropes.

Hot Seat

For decades, alarms have sounded about declining engagement. Yet companies continue to struggle with toxic cultures, and the low productivity and unhappiness that go with them. Why is "culture" so difficult to improve? What makes so many good employees check out? Neuroscientist Paul Zak shows that innate brain functions hold the answers. It all boils down to trust. When someone shows you trust, a feel-good jolt of oxytocin surges through your brain and triggers you to reciprocate. This simple mechanism creates a perpetual trust-building cycle—the key to changing stubborn workplace patterns. Drawing on his original research, Zak teases out science-backed insights for building high-trust organizations. Trust Factor opens a window on how brain chemicals affect behavior, why trust gets squashed, and ways to consciously stimulate it by celebrating effort, sharing information, promoting ownership, and more. The Ofactor™ survey, data, and examples support the action plans. Engagement programs and monetary rewards are Band-Aids on broken bones. To get to the root of the problem, you've got to go deeper. Packed with examples from The Container Store, Zappos, and Herman Miller, Trust Factor harnesses our neurochemistry to effectively cultivate work places where trust, joy, and commitment compound naturally.

Vision to Results: Leadership in Action

You're a Visionary. That's the problem. You've already founded a successful business and have clear ideas for the future of your company. This has worked for you so far, but now business has stalled, and you've become overwhelmed, stuck, and

frustrated. You may have a hunch that something or someone is missing – and you're right. A great Visionary is only half of the equation for launching a company toward success. A solid partnership is the key to helping your business soar, and you need someone else to play a crucial role in taking your business to its maximum level. Enter the Integrator. This is the Visionary's complement who has a talent for moving ideas forward: keeping varying tasks and schedules aligned, creating focus and accountability, and ensuring cohesion of people and processes. In other words, the Integrator takes a vision and executes it. From the author of the bestselling *Traction*, *Rocket Fuel* details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can thrive, and even offers advice to help Visionary-minded and Integrator-minded individuals find one another. *Rocket Fuel* also offers assessments so you're able to determine whether you're a Visionary or an Integrator so you can recognize your needs and then find the best partner to suit them. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, they have the power to reach new heights for virtually any company or organization. *Rocket Fuel* is here. Time to ignite the booster for your next level. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you.

Start Your Business in 7 Days

BUSINESS STRATEGY. "The 4 Disciplines of Execution" offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator's Dilemma")." Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it's likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. "The 4 Disciplines of Execution" can change all that forever.

The Hill to Die on

Argues that the speed and stimulation characteristic of twenty-first-century business life are conditions to be sought out and encouraged, and provides examples and advice for managing rapid change. Reprint. 50,000 first printing.

The Radical Leap

Real-world advice on how to be invisible online from "the FBI's most-wanted hacker" (Wired) Your every step online is being tracked and stored, and your identity easily stolen. Big companies and big governments want to know and exploit what you do, and privacy is a luxury few can afford or understand. In this explosive yet practical book, computer-security expert Kevin Mitnick uses true-life stories to show exactly what is happening without your knowledge, and teaches you "the art of invisibility": online and everyday tactics to protect you and your family, using easy step-by-step instructions. Reading this book, you will learn everything from password protection and smart Wi-Fi usage to advanced techniques designed to maximize your anonymity. Invisibility isn't just for superheroes--privacy is a power you deserve and need in the age of Big Brother and Big Data.

Earn It!: The Tools You Need to Earn the Money You Want

How maverick companies have passed up the growth treadmill — and focused on greatness instead. It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do, creating a great place to work, providing great customer service, making great contributions to their communities, and finding great ways to lead their lives. In *Small Giants*, veteran journalist Bo Burlingham takes us deep inside fourteen remarkable companies that have chosen to march to their own drummer. They include Anchor Brewing, the original microbrewer; CitiStorage Inc., the premier independent records-storage business; Clif Bar & Co., maker of organic energy bars and other nutrition foods; Righteous Babe Records, the record company founded by singer-songwriter Ani DiFranco; Union Square Hospitality Group, the company of restaurateur Danny Meyer; and Zingerman's Community of Businesses, including the world-famous Zingerman's Deli of Ann Arbor. Burlingham shows how the leaders of these small giants recognized the full range of choices they had about the type of company they could create. And he shows how we can all benefit by questioning the usual definitions of business success. In his new afterward, Burlingham reflects on the similarities and learning lessons from the small giants he covers in the book. From the Hardcover edition.

Scaling Up

This enhanced digital edition features ten exclusive video commentaries from America's favorite CEO Jack Welch, who shares his trademark straight-talk advice and real-world management philosophy with readers at every level of an organization. Jack Welch knows how to win. During his forty-year career at General Electric, he led the company to year-after-year success around the globe, in multiple markets, against brutal competition. His honest, be-the-best style of management has become the gold standard in business, with his relentless focus on people, teamwork, and profits. Now regarded as the bible of business, *Winning* lays out the answers to the most difficult questions people face both on and off

the job—from line workers to MBAs, from project managers to senior executives. Video commentary from Jack Welch expands on the book's treatment of the real "stuff" of work—the importance of positive energy in a leader, the proper role of HR within an organization, how to lead change effectively, why strategy doesn't have to be rocket science, the potential pitfalls of mergers and acquisitions, how to launch a new business within a big company, and more. The insights and solutions offered in the text, combined with lively video interviews with Welch, will change the way you work, lead, and succeed.

Can't Even

The School of Intentional Living: A Real-World Approach to Living Life On Your Terms is a practical and eye-opening book about how to break free from conventional wisdom and live on your own terms. Written by founder of the Intentional Living Academy, Sean Rosensteel, this book draws on fundamental lessons from school to provide readers with an actionable and empowering way to love the life they truly deserve. A must-read for anyone feeling stuck, unfulfilled, or searching for a change.

What the Heck Is EOS?

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to:

- Find and use offline ads and other channels your competitors probably aren't using
- Get targeted media coverage that will help you reach more customers
- Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates
- Improve your search engine rankings and advertising through online tools and research

Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons

and examples in Traction will help you create and sustain the growth your business desperately needs. From the Hardcover edition.

Marketing in the Round

The Wall Street Professional's Survival Guide: The Secrets of a Career Coach is the only complete, up-to-date, and practical guide for financial industry professionals seeking new or better jobs in today's brutally competitive environment. Author Roy Cohen spent more than 10 years providing outplacement services to Goldman Sachs' employees. In this book, he shares finance-specific job-hunting insights you simply won't find anywhere else. Drawing on his immense experience helping financial industry professionals find and keep outstanding positions, Cohen tells you what to do when and if you're fired (or ready to move), how to develop a "game plan" and search targets, how to build your "story", how to move from the sell-side to the buy side, and much more. You'll find industry-specific guidance on interview strategy, resumes, follow-up, references, and even negotiation with real examples drawn from Cohen's own practice.

Lead the Field

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to

discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

How to Invest in Real Estate

[Points out methods of achieving personal success].

Winning (Enhanced Edition)

In this stunning follow-up to his best-selling book, *The Five Temptations of a CEO*, Patrick Lencioni offers up another leadership fable that's every bit as compelling and illuminating as its predecessor. This time, Lencioni's focus is on a leader's crucial role in building a healthy organization--an often overlooked but essential element of business life that is the linchpin of sustained success. Readers are treated to a story of corporate intrigue as the frustrated head of one consulting firm faces a leadership challenge so great that it threatens to topple his company, his career, and everything he holds true about leadership itself. In the story's telling, Lencioni helps his readers understand the disarming simplicity and power of creating organizational health, and reveals four key disciplines that they can follow to achieve it.

The Art of Invisibility

NEW YORK TIMES BESTSELLER * The inside story of Donald Trump's first two years in Washington as viewed from Capitol Hill, a startling account that turns "Congress into a Game of Thrones book" (Trevor Noah, *The Daily Show*). Taking readers into secret strategy calls and closed-door meetings from the House to the White House, *Politico Playbook* writers Jake Sherman and Anna Palmer trace the gamesmanship and the impulsiveness, the dealmaking and the backstabbing, in a blow-by-blow account of the power struggle that roiled Congress. Moving from the fights for advantage between Donald Trump, Nancy Pelosi, and Chuck Schumer; to Mitch McConnell's merciless, Machiavellian handling of the sexual assault accusations against Supreme Court nominee Brett Kavanaugh; to Paul Ryan's desperate, failed attempts to keep Mark Meadows from pushing Trump into a government shutdown over immigration, *The Hill to Die On* bristles with fresh news and tells the story of what really happened in some of the most defining moments our era. Like *The West Wing* for Congress, or *Shattered*

meets This Town, The Hill to Die On tells an unforgettable story of politics and power, where the stakes going forward are nothing less than the future of America and the lives of millions of ordinary Americans. Praise for The Hill to Die On "[Sherman and Palmer] go deep inside the halls of Congress to document the deal making, backstabbing, power struggles and political knife fights that have roiled the nation's capital during President Donald Trump's first two years in office. . . . Anything but boring."--USA Today, "5 Books Not to Miss" "[The Hill to Die On] painstakingly chronicles the return to divided government and the restoration of an institutional check on a mercurial chief executive. . . . The book depicts a foul-mouthed president in love with his own reflection, a House GOP encased in the amber of self-delusion, and Nancy Pelosi's unblinking focus on twin prizes: recapturing the House and returning to the speaker's chair."--The Guardian "If you are one of the many Americans who hates Congress, this book is for you. In the Washington depicted in Jake Sherman and Anna Palmer's new book, there are no heroes--only winners and losers. . . . With these lawmakers, Sherman and Palmer get inside their heads and capture what they're thinking in real time."--The Washington Post

Maid

If your employees brought their "A-Game" to work every day, what would it mean for your company's performance? Studies have repeatedly shown that the majority of employees are disengaged at work. But it doesn't have to be this way. Often, the difference between a group of indifferent employees and a fully engaged team comes down to one simple thing—a great boss. In *How to Be a Great Boss*, Gino Wickman and Rene' Boer present a straightforward, practical approach to help bosses at all levels of an organization get the most from their people. They share time-tested tools that have worked for more than 30,000 bosses in every industry. You can learn to be a great boss—and dramatically improve both your organization's performance and your team's excitement about their work. In this book you will discover: How to surround yourself with great people How to make more effective use of your time The difference between leadership and management and why they're equally important The five leadership practices and five management practices of all great bosses How to create accountability How to develop productive, relationships with each of your people How to deal with direct reports that don't meet your expectations *How to Be a Great Boss* provides practical tools that you can apply immediately with your people, allowing you to focus on improving and growing your organization and truly enjoy what you do.

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#)
[HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)