

Some Of The Many Titles On Our Bookshelf

Influence – The Psychology of Persuasion – Robert Cialdini, PhD.

In this highly acclaimed New York Times bestseller, Dr. Robert B. Cialdini—the seminal expert in the field of influence and persuasion—explains the psychology of why people say yes and how to apply these principles ethically in business and everyday situations.

Understanding and applying the six principles ethically is cost-free and deceptively easy. Backed by Dr. Cialdini's 35 years of evidence-based, peer-reviewed scientific research—as well as by a three-year field study on what moves people to change behavior—Influence is a comprehensive guide to using these principles effectively to amplify your ability to change the behavior of others.

Thinking In Bets – Annie Duke

Even the best decision doesn't yield the best outcome every time. There's always an element of luck that you can't control, and there is always information that is hidden from view. So the key to long-term success (and avoiding worrying yourself to death) is to think in bets: How sure am I? What are the possible ways things could turn out? What

decision has the highest odds of success? Did I land in the unlucky 10% on the strategy that works 90% of the time? Or is my success attributable to dumb luck rather than great decision making?

Raving Fans - Ken Blanchard

"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans."

This, in a nutshell, is the advice given to a new Area Manager on his first day--in an extraordinary business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line results.

The latest groundbreaking tome from Tim Ferriss, the #1 New York Times best-selling author of The 4-Hour Workweek.

Team of Teams – General Stanley McChrystal

What if you could combine the agility, adaptability, and cohesion of a small team with the power and resources of a giant organization?

Tools Of Titans – Tim Ferris

The 7 Habits of Highly Effective People – Dr. Stephen Covey

In *The 7 Habits of Highly Effective People*, author Stephen R. Covey presents a holistic, integrated, principle-centered approach for solving personal and professional problems. With penetrating insights and pointed anecdotes, Covey reveals a step-by-step pathway for living with fairness, integrity, honesty, and human dignity -- principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

Driving Change – The UPS Approach To Business – Mike Brewster

For the first time ever, one of the "World's Most Admired" companies opens its doors for a fascinating, lively, and most of all instructive look at how it does business

We see them everywhere -- those brown trucks with the golden logo, the drivers delivering their share of 14 million parcels handled daily. To most of us, UPS is a reliable fact

of life. But to well-informed businesspeople, Big Brown is a company to emulate. Quietly and steadfastly, UPS has earned a reputation as one of the leading companies in America, known as much for its innovative practices as its skill in creating satisfied customers and employees.

Give Them The Pickle – Robert Farrell

Give' em the Pickle! is the ultimate customer service book. It contains entertaining stories and practical ideas that will enable the reader to take such good care of customers that they'll utter those three magic words, "I'll be back."

The Rise Of The Creative Class – Richard Florida

World-renowned urbanist Richard Florida's bestselling classic on the transformation of our cities in the twenty-first century.

This Is Marketing - Seth Godin

A game-changing approach to marketing, sales, and advertising.

Seth Godin has taught and inspired millions of entrepreneurs, marketers, leaders, and fans from all walks of life, via his blog, online courses, lectures, and bestselling books. He is the inventor of countless ideas

that have made their way into mainstream business language, from Permission Marketing to Purple Cow to Tribes to The Dip.

Now, for the first time, Godin offers the core of his marketing wisdom in one compact, accessible, timeless package. This is Marketing shows you how to do work you're proud of, whether

you're a tech startup founder, a small business owner, or part of a large corporation.

The Tipping Point – Malcom Gladwell

Discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior.

The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

How To Win Friends And Influence People – Dale Carnegie

How to Win Friends and Influence People is a self-help book written by Dale Carnegie, published in 1936. Over 15 million copies have been sold worldwide, making it one of the best-selling books of all time. In 2011, it was number 19 on Time Magazine's list of the 100 most influential books.

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