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The Language of New Media Design

2020-10-28

the language of new media design is an innovative new textbook presenting methods on the design and analysis of a variety of non linear texts from websites to cd roms integrating theory and practice the book explores a range of models for analyzing and constructing multimedia products for each model the authors outline the theoretical background and demonstrate usage from students coursework commonly available websites and other multimedia products assuming no prior knowledge the book adopts an accessible approach to the subject which has been trialled and tested on ma students at the london college of communication written by experienced authors this textbook will be an invaluable resource for students and teachers of new media design information technology linguistics and semiotics

Meatball Sundae

2007-12-27

gotta get me some of that new marketing bring me blogs e mail youtube videos myspace pages google adwords i don t care as long as it s shiny and new wait according to bestselling author seth godin all these tactics are like the toppings at an ice cream parlor if you start with ice cream adding cherries and hot fudge and whipped cream will make it taste great but if you start with a bowl of meatballs yuck as traditional marketing fades away the new tools seem irresistible but they don t work as well for boring brands meatballs that might still be profitable but don t attract word of mouth such as cheerios ford trucks barbie dolls or budweiser when anheuser busch spends 40 million on an online network called budtv that s a meatball sundae it leads to no new bud drinkers just a bad case of indigestion meatball sundae is the definitive guide to the fourteen trends no marketer can afford to ignore it explains what to do about the increasing power of stories not facts about shorter and shorter attention spans and about the new math that says five thousand people who want to hear your message are more valuable than five million who don t the winners aren t just annoying start ups run by three teenagers who never had a real job you ll also meet older companies that have adapted brilliantly such as blendtec a thirty year old blender maker it now produces will it blend videos that demolish golf balls coke cans iphones and much more for a few hundred dollars blendtec reached more than ten million eager viewers on youtube godin doesn t pretend that it s easy to get your products marketing messages and internal systems in sync but he ll convince you that it s worth the effort

Relationship Leadership

2021-10-04

this is the simplest and most powerful book about leadership that you will ever read it s fun insightful and focused on how new leaders just like you can lead with strong relationships join me as we spend time at the woo woo factory learning how the two main characters handle leadership differently one always uses relationship leadership principles while the other goes his own way and is a disaster from this you will learn how to be an awesome leader or really suck at it the choice is yours communication will you follow someone that can t get the message across and won t listen to you respect will you follow someone that doesn t care about you and doesn t treat you well integrity will you follow someone that you can t trust isn t fair and doesn t always do the right thing camaraderie will you follow someone that you have no bond with and don t like

Tribes

2011-02-03

the new york times and wall street journal bestseller that redefined what it means to be a leader since it was first published seth godin s visionary book has helped tens of thousands of leaders turn a scattering of followers into a loyal tribe if you need to rally fellow employees customers investors believers hobbyists or readers around an idea this book will demystify the process it s human nature to seek out tribes be they religious ethnic economic political or even musical now the internet has eliminated the barriers of geography cost and time

social media gives anyone who wants to make a difference the tools to do so with his signature wit and storytelling flair godin presents the three steps to building a tribe the desire to change things the ability to connect a tribe and the willingness to lead if you think leadership is for other people think again leaders come in surprising packages consider joel spolsky and his international tribe of scary smart software engineers or gary vaynerchuk a wine expert with a devoted following of enthusiasts chris sharma led a tribe of rock climbers up impossible cliff faces while mich mathews a vp at microsoft ran her internal tribe of marketers from her cube in seattle tribes will make you think really think about the opportunities to mobilise an audience that are already at your fingertips it s not easy but it s easier than you think

Linchpin

2010-02-04

this life changing manifesto shows how you have the potential to make a huge difference wherever you are few authors have had the kind of lasting impact and global reach that seth godin has had in a series of now classic books he has taught generations of readers how to make remarkable products and spread powerful ideas in linchpin he turns his attention to the individual and explains how anyone can make a significant impact within their organisation there used to be two teams in every workplace management and labour now there s a third team the linchpins these people figure out what to do when there s no rule book they delight and challenge their customers and peers they love their work pour their best selves into it and turn each day into a kind of art have you ever found a shortcut that others missed seen a new way to resolve a conflict made a connection with someone others couldn t reach even once then you have what it takes to become indispensable by overcoming the resistance that holds people back linchpin will show you how to join the likes of keith johnson who scours flea markets across the country to fill anthropologie stores with unique pieces jason zimdars a graphic designer who got his dream job at 37signals without a résumé david who works at dean and deluca coffee shop in new york he sees every customer interaction as a chance to give a gift and is cherished in return as godin writes every day i meet people who have so much to give but have been bullied enough or frightened enough to hold it back it s time to stop complying with the system and draw your own map you have brilliance in you your contribution is essential and the art you create is precious only you can do it and you must

Guerrilla Creativity

2001

the guru of guerrilla marketing shows small business owners how to cut through the clutter of new information with simple powerful ideas that customers will find irresistible

Small is the New Big

2007-06-28

as one of today s most influential business thinkers seth godin has now collected the most provocative short pieces from his pioneering blog this book also includes his most popular columns from fast company magazine and several of the short e books he has written in the last few years includes clinging to your job title the persistence of really bad ideasthe seduction of good enough judging a book by its coverdo less small is the new big is packed with inspiring ideas as godin says in his introduction i m certain that you re smart enough to see the stuff you ve always wanted to do buried deep inside one of these riffs and i m betting that once inspired you ll actually make something happen

Category Creation

2019-10-08

lessons from hubspot salesforce gainsight and other iconic brands the uber of this the salesforce of that it s like instagram but for there is no such thing as an original idea anymore right actually it turns out that the world s most innovative companies have created so much more than just brand new products and technology they ve

created entirely new market categories the challenge is that successfully building new categories requires a perfect storm of luck and timing or does it category creation is the first and only book on the topic written by executives and marketers actively building new categories it explains how category creation has become the holy grail of marketing and more importantly how it can be planned and orchestrated it s not about luck you can use the same tactics that other category defining companies have used to delight customers employees and investors there s no better strategy that results in faster growth and higher valuations for the company on top author anthony kennada former chief marketing officer at gainsight explains how he led gainsight in creating the customer success category and shares success stories from fellow category creators like salesforce hubspot and others it requires much more than just having the best product you have to start and grow a conversation that doesn t yet exist positioning a newly discovered problem in addition to your company and product offerings the book explains the 7 key principles of category creation including the importance of creating a community of early adopters who will rally around the problem they all share especially if someone will lead them identify the go and no go signals for category creation in your business activate customers and influencers as brand ambassadors grow a community by investing in live events and experiences prove the impact of category creation investments on growth customer success and company culture written for entrepreneurs marketers and executives from startups to large enterprises category creation is the exclusive playbook for building a category defining brand in the modern economy

If I Can Just Focus: 5 Keys to Sanity & Success

2014-08-31

how do i know which of all the things i m excited about in life to focus on i ve been excited about many things over the past two years and it s all gone i seem to be stuck personally and professionally if i can just focus by ubong ekpo shows how to link your relationships and daily activities with meaningful life goals you ll also see why proven productivity and time management principles don t seem to work for many the book draws on up to date research and over seven years of training and coaching experience helping others to find the vital link between daily activities and life goals ubong ekpo has been privileged to help individuals business leaders and teams in the us and europe to discover and execute life and business goals

Web Marketing for Small Businesses

2008

marketing for small businesses shows entrepreneurs how to take advantage of the marketing opportunities on the internet to get the word out about their business and win new customers

Manager 3.0

2013-06-24

this guide to rewriting the rules of management is perfect for millennials looking to achieve career and professional success millennials have begun moving into management positions everywhere and are shaking up the workplace as they go the generation that was raised in an age of instant communication and questioning authority has begun tearing down the corporate ladder communicating on the fly and bringing play to work even with all the exciting potential that lies ahead for these creative bold thinkers it will be pointless if they cannot effectively bridge the gap between the hierarchical management style of senior executives and the casual collaborative approach of their peers manager 3 0 is the first management guide written exclusively for the millennial generation where you will learn how to master crucial skills such as dealing with difficult people delivering constructive feedback and making tough decisions you will also gain insight into the four generations currently in the workplace and how they can successfully bring out the best in each packed with company interviews and corporate examples manager 3 0 will help these promising new managers connect with and encourage the unique talents of the generations around them while also developing an effective leadership style of their own

The Big Book of Business Quotations

2016-11-15

a quotable reference for anyone interested in learning the ins and outs of business or starting their own more than one million people in the united states take the necessary steps to enroll in master s of business programs every single year these students learn the fundamentals required to eventually start their own businesses carry on family businesses or become ceos of other people s businesses the big book of business quotations compiled and edited by journalist johnnie roberts features advice ideas strategies and secrets that helped make some of the most successful businesspeople in the world rich famous or both these quotes will inspire and motivate any current or aspiring businessperson to achieve success leadership is a potent combination of strategy and character but if you must be without one be without the strategy norman schwarzkopf business opportunities are like buses there s always another one coming richard branson you only have to do a very few things right in your life so long as you don t do too many things wrong warren buffett success is often achieved by those who don t know that failure is inevitable coco chanel

Your Leadership Diamond

2020-08-17

what s the point of making the numbers but not making a difference what s the point of being a brilliant leader in the workplace but a failure at home what s the point of building great relationships but underdelivering on promised outcomes paul mitchell reveals how in a period of just seven weeks you can take your leadership to a whole new level he inspires us to see ourselves as diamonds that just need a little polishing to really shine you ll discover simple practical advice for time poor leaders who wish to transform the way they lead at work at home and in their communities

Unleashing the Ideavirus

2001-11-01

the book that sparked a marketing revolution this is a subversive book it says that the marketer is not and ought not to be at the center of successful marketing the customer should be are you ready for that from the foreword by malcolm gladwell author of the tipping point counter to traditional marketing wisdom which tries to count measure and manipulate the spread of information seth godin argues that the information can spread most effectively from customer to customer rather than from business to customer godin calls this powerful customer to customer dialogue the ideavirus and cheerfully eggs marketers on to create an environment where their ideas can replicate and spread in lively detail godin looks at the ways companies such as paypal hotmail geocities even volkswagen have successfully launched ideaviruses he offers a recipe for creating your own ideavirus identifies the key factors in the successful spread of an ideavirus powerful sneezers hives a clear vector a smooth friction free transmission and shows how any business large or small can use ideavirus marketing to succeed in a world that just doesn t want to hear it anymore from the traditional marketers

Whatcha Gonna Do with That Duck?

2024-05-14

made for dipping into again and again whatcha gonna do with that duck brings together the very best of seth godin s acclaimed blog and is a classic for fans both old and new getting your ducks in a row is a fine thing to do but deciding what you are going to do with that duck is a far more important issue seth godin is famous for bestselling books such as purple cow and cool entrepreneurial ventures such as squidoo and the domino project but to millions of loyal readers he s best known for the daily burst of insight he provides every morning rain or shine via seth s blog since he started blogging in the early 1990s he has written more than two million words and shaped the way we think about marketing leadership careers innovation creativity and more much of his writing is inspirational and some is incendiary collected here are six years of his best most entertaining and most poignant blog posts plus a few bonus ebooks from thoughts on how to treat your customers to telling

stories and spreading ideas godin pushes us to think smarter dream bigger write better and speak more honestly highlights include a marketing lesson from the apocalypse no everything is not going to be okay organized bravery choose your customers choose your future paying attention to the attention economy bandits and philanthropists godin writes to get under our skin he wants us to stand up and do something remarkable outside the standards of the industrial system that raised us seth godin is the author of thirteen international bestsellers that have changed the way people think about marketing the ways ideas spread leadership and change including permission marketing purple cow all marketers are liars the dip and tribes he is the ceo of squidoo and a very popular lecturer his blog is the most influential business blog in the world and consistently one of the 100 most popular blogs on any subject

Simply Put

2023-10-10

stop complicating everything create simple messages that are more powerful more memorable and win people over simply put is a modern exploration of the simplicity principle for anybody who needs to sell stuff or persuade others this book is a splash of cold water designed to wake up entrepreneurs c suite executives and marketing pros who have something they need to tell the world but just can't quite connect the dots with this book we're all better marketers so why does simple win and how do we get simple the award winning marketing entrepreneur behind new york times best selling authors and notable campaigns such as i love ny provides answers and tools to simplify messages in this practical guide from yes we can to just do it regardless of if they're trying to get your dollars your votes or just your thoughts effective messages share one thing they're simple being able to tell your story clearly and effectively is the winning skill for the next generation of entrepreneurs and leaders

Soundtracks

2021-04-06

overthinking isn't a personality trait it's the sneakiest form of fear it steals time creativity and goals it's the most expensive least productive thing companies invest in without even knowing it and it's an epidemic when new york times bestselling author jon acuff changed his life by transforming his overthinking he wondered if other people might benefit from what he discovered he commissioned a research study to ask 10 000 people if they struggle with overthinking too and 99.5 percent said yes the good news is that in soundtracks acuff offers a proven plan to change overthinking from a super problem into a superpower when we don't control our thoughts our thoughts control us if our days are full of broken soundtracks thoughts are our worst enemy holding us back from the things we really want but the solution to overthinking isn't to stop thinking the solution is running our brains with better soundtracks once we learn how to choose our soundtracks thoughts become our best friend propelling us toward our goals if you want to tap into the surprising power of overthinking and give your dreams more time and creativity learn how to dj the soundtracks that define you if you can worry you can wonder if you can doubt you can dominate if you can spin you can soar

Nepostradatelní

2011-02-12

svět se změnil a stal se jednou velkou supersoutěží pokud v ní chceme obstát nemůžeme být snadno nahraditelným ozubeným kolečkem v soukolí firmy musíme být jejím nepostradatelným pilířem jen takoví lidé dostávají nejlepší práci plat uznání i největší svobodu nepostradatelní jsou základními stavebními kameny prosperující firmy tak jako může na pár skrytých pilířích stát dům nebo most stejně tak ani oni nemusejí být vidět ale jsou tu a jsou skutečně nepostradatelní a v dnešním světě dostávají právě ta nejlepší pracovní místa a s nimi i nejvíc svobody v knize se dozvíte kdy a jak se změnil svět práce a proč si to mnozí lidé stále neuvědomují že každý má možnost zvolit zda se stane nepostradatelným nebo zda se zařadí mezi průměrné a postradatelné jak se stát pilířem firmy co všechno to obnáší a co naopak poskytuje jaké jsou hlavní dovednosti nepostradatelných a jak se dají rozvíjet jak nepostradatelní pracují s emocemi jak vytvářejí vztahy s lidmi kolem sebe proč pro nepostradatelné neplatí žádná pracovní příručka žádný itinerář jakými myty jsme obklopeni a proč

in business and politics offers a new approach to asserting your power in all areas of life permission to speak is packed with expert tips and easy to follow exercises demonstrating that you don't have to speak like the status quo to be taken seriously

The Accidental Creative

2011-07-07

have better ideas faster without the stress and burnout it isn't enough to just do your job anymore in order to thrive in today's marketplace all of us even the accountants have to be ready to generate brilliant ideas on demand business creativity expert todd henry explains how to establish effective practices that unleash your creative potential born out of his consultancy and his popular podcast henry has created a practical method for discovering your personal creative rhythm he focuses on five key elements focus begin with your end goal in mind relationships build stimulating relationships and ideas will follow energy manage it as your most valuable resource stimuli structure the right inputs to maximize creative output hours focus on effectiveness not efficiency this is a guide for staying inspired and experiencing greater creative productivity than you ever imagined possible

The Song of Significance

2023-06-01

humans aren't a resource to be bought used and discarded they are the point of the workplace the life essence of innovation growth and success from the bestselling author of purple cow and this is marketing comes an urgent manifesto for leaders facing unprecedented challenges in a rapidly changing workplace the workplace has undergone a massive shift remote work and economic instability have depressed innovation and left us disconnected and disengaged paychecks no longer buy loyalty happiness and effort quiet quitting runs rampant and people show up without truly showing up alarmed managers are doubling down on keystroke surveillance productivity tracking and back to the office mandates when what they should be doing is the opposite affording employees the dignity necessary to inject purpose and motivation into their work in the song of significance legendary author and business thinker seth godin posits a new view of what industry leaders must do now if you want your employees to live up to their full professional potential you must give them the respect and autonomy they deserve as humans the choice is simple either keep treating your people as disposable and join in the ai fueled race to the bottom or build a significant organization that enrolls empowers and trusts employees to deliver their best work no matter where they're working

Brilliant Presentation

2014-02-05

packed full of anecdotes from the most accomplished presenters around this book contains all the tools tips and encouragement you need to make a sensational presentation it covers every aspect of presenting from preparation and planning right through to dealing with nerves and mastering the art of presentation performance brilliant outcomes learn the top ten tips of presentation mastery discover how to make presentations powerful colourful and memorable always feel confident and inspired to give it your very best shot deliver an inspiring presentation even with no visual aids

Everything is Figureoutable

2019-09-12

instant 1 new york times bestseller 2019 fast paced generous wise raw funny practical and helpful glennon doyle author of untamed millions of young women look to marie forleo as their inspiration for empowerment and achievement oprah winfrey reading these pages i experienced the sensation of limitless possibility this book will change lives elizabeth gilbert do you ever have trouble finishing what you start do amazing ideas come to you all the time but after the initial excitement wanes you struggle to follow through if you're creative and ambitious

the answer is likely yes the problem isn't you it's not that you're not hardworking intelligent or deserving but that you haven't yet installed the one key belief that will change everything everything is figureoutable whether you want to leave a dead end job heal a relationship grow a business master your money or just find two free hours in your day everything is figureoutable will train your brain to think more positively and help you break down any dream into manageable steps inside you'll learn how to deal with criticism and imposter syndrome why it's crucial that you strive for progress not perfection how to bounce back from failure how to overcome a lack of time and money you'll also hear triumphant stories of everyday people using the everything is figureoutable philosophy to transform their life everything is figureoutable is more than just a fun phrase to say it's a practical actionable discipline and it's about to make you unstoppable smart funny and as brilliant as it is straightforward loved it brené brown this book delivers a knockout punch to whatever is holding you back cheryl strayed

Don't Pay for Your MBA

2017-11-02

discover the secrets and tips to get the business education you need the faster and cheaper way the average debt load for graduates of the top business schools has now exceeded 100 000 for most young professionals this means spending the first half of their career in the red and feeling pressure to take the first position offered to them so that they can start paying off their debt however it doesn't have to be that way author and businesswoman laurie pickard discovered a way to get the business education she needed to land her dream job while avoiding the massive school loans that plague so many in don't pay for your mba she shares all that she learned so that others can benefit as well pickard discovered that the same prestigious business schools that offer the mbas so many covet also offer moocs massive online open courses for low or even no cost within these pages you will learn how to define your goals and tailor a curriculum that is geared toward your dream job master the language of business build a strong network choose a concentration and deepen your expertise showcase your nontraditional education in a way that attracts companies don't fall for the lies that pressure countless graduates every year into mba programs and insurmountable debt self directed online learning can fill gaps in your training position you for promotions and open new opportunities at a fraction of the cost

Trademarks and Social Media

2015-09-25

legal conflicts between trademark holders social media providers and internet users have become manifest in light of wide scale unauthorised use of the trademark logo on social media in recent decades arguing for the protection of the trademark logo against unauthorised use in a commercial environment this book explores why protection enforcement should be made automatic a number of issues are discussed including the scalability of litigation on a case by case basis and whether safe harbour provisions for online service providers should be substituted for strict liability

This I Know

2017-02-28

canada's most famous adman spills a career's worth of marketing secrets so anyone can compete with the best in their business whatever that business might be big companies spend a fortune marketing their wares and services can yours invariably people ask advertising veteran and cbc radio host terry o reilly one question more than any other how does a little business compete with the big guys after decades at the helm of an award winning advertising production company and over a decade exploring the art and science of marketing for cbc radio o reilly delivers all the answers they and anyone with something to sell ever wanted to know following his bestselling age of persuasion o reilly collects a lifetime of marketing wisdom into an indispensable guide to competing for your customers attention from understanding what business you're really in and foregoing the extra mile in favour of the extra inch to the benefits of counterintuitive thinking and knowing an opportunity when you see one this i know will help anyone understand the fundamentals of good marketing strategy and building the relationships that turn good marketing into great results no matter how big or small your budget

The Guerrilla Marketing Handbook

1994

marketing strategy for maximum return for large small businesses

Accelerating Customer Relationships

2001

preface corporations that achieve high customer retention and high customer profitability aim for the right product or service to the right customer at the right price at the right time through the right channel to satisfy the customer's need or desire information technology in the form of sophisticated databases fed by electronic commerce point of sale devices ATMs and other customer touch points is changing the roles of marketing and managing customers information and knowledge bases abound and are being leveraged to drive new profitability and manage changing relationships with customers the creation of knowledge bases sometimes called data warehouses or info structures provides profitable opportunities for business managers to define and analyze their customers behavior to develop and better manage short and long term relationships relationship technology will become the new norm for the use of information and customer knowledge bases to forge more meaningful relationships this will be accomplished through advanced technology processes centered on the customers and channels as well as methodologies and software combined to affect the behaviors of organizations internally and their customers channels externally we are quickly moving from information technology to relationship technology the positive effect will be astounding and highly profitable for those that also foster CRM at the turn of the century merchants and bankers knew their customers they lived in the same neighborhoods and understood the individual shopping and banking needs of each of their customers they practiced the purest form of customer relationship management CRM with mass merchandising and franchising customer relationships became distant as the new millennium begins companies are beginning to leverage it to return to the CRM principles of the neighborhood store and bank the customer should be the primary focus for most organizations yet customer information in a form suitable for marketing or management purposes either is not available or becomes available long after a market opportunity passes therefore CRM opportunities are lost understanding customers today is accomplished by maintaining and acting on historical and very detailed data obtained from numerous computing and point of contact devices the data is merged enriched and transformed into meaningful information in a specialized database in a world of powerful computers personal software applications and easy to use analytical end user software tools managers have the power to segment and directly address marketing opportunities through well managed processes and marketing strategies this book is written for business executives and managers interested in gaining advantage by using advanced customer information and marketing process techniques managers charged with managing and enhancing relationships with their customers will find this book a profitable guide for many years many of today's managers are also charged with cutting the cost of sales to increase profitability all managers need to identify and focus on those customers who are the most profitable while possibly withdrawing from supporting customers who are unprofitable the goal of this book is to help you identify actions to categorize and address your customers much more effectively through the use of information and technology define the benefits of knowing customers more intimately and show how you can use information to increase turnover revenues satisfaction and profitability the level of detailed information that companies can build about a single customer now enables them to market through knowledge based relationships by defining processes and providing activities this book will accelerate your CRM learning curve and provide an effective framework that will enable your organization to tap into the best practices and experiences of CRM driven companies in chapter 14 in chapter 6 you will have the opportunity to learn how to in less than 100 days start or advance your customer database or data warehouse environment this book also provides a wider managerial perspective on the implications of obtaining better information about the whole business the customer centric knowledge based info structure changes the way that companies do business and it is likely to alter the structure of the organization the way it is staffed and even how its management and employees behave organizational changes affect the way the marketing department works and the way that it is perceived within the organization effective communications with prospects customers alliance partners competitors the media and through individualized feedback mechanisms creates a whole new image for marketing and new opportunities for marketing successes chapter 14 provides examples of companies that have transformed their marketing principles into CRM practices and are engaging

more and more customers in long term satisfaction and higher per customer profitability in the title of this book and throughout its pages i have used the phrase relationship technologies to describe the increasingly sophisticated data warehousing and business intelligence technologies that are helping companies create lasting customer relationships therefore improving business performance i want to acknowledge that this phrase was created and protected by ncr corporation and i use this trademark throughout this book with the company's permission special thanks and credit for developing the relationship technologies concept goes to dr stephen emmott of ncr's acclaimed knowledge lab in london as time marches on there is an ever increasing velocity with which we communicate interact position and involve our selves and our customers in relationships to increase your return on investment roi the right information and relationship technologies are critical for effective customer relationship management it is now possible to know who your customers are and who your best customers are stimulate what they buy or know what they won't buy time when and how they buy learn customers preferences and make them loyal customers define characteristics that make up a great profitable customer model channels are best to address a customer's needs predict what they may or will buy in the future keep your best customers for many years this book features many companies using crm decision support marketing databases and data warehousing techniques to achieve a positive roi using customer centric knowledge bases success begins with understanding the scope and processes involved in true crm and then initiating appropriate actions to create and move forward into the future walking the talk differentiates the perennial ongoing winners reinvestment in success generates growth and opportunity success is in our ability to learn from the past adopt new ideas and actions in the present and to challenge the future respectfully ronald s swift dallas texas june 2000

The Spartacus Factor

2005-05

a sales handbook for non sales executives how to dramatically improve revenue by giving all your people credit for success communications rewards education discipline inclusiveness and training

Guerrilla Marketing for the Home-based Business

1995

american business is in the midst of cataclysmic change corporate downsizing is increasing causing disillusioned employees to establish home based businesses using case studies anecdotes illustrations and examples the authors present their time tested arsenal of tools most effective for this new smaller startup

We Are All Weird

2015-09-15

world of warcrafters larpers settlers of catan weird beliebers swifties directioners weirder paleos vegans carb loaders ovolactovegetarians pretty weird mets fans yankees fans bears fans definitely weird face it we're all weird so why are companies still trying to build products for the masses why are we still acting like the masses even exist weird is the new normal and only companies that figure that out have any chance of survival this book shows you how

Trend Commandments

2011-06-13

do you ever think the stories you hear about great trading and the gains produced sound like luck do you ever wonder if there is a real method and philosophy behind the success stories the concepts condensed into trend commandments were gleaned from michael covel's 15 years of pulling back the curtain on great trend following traders it is a one of a kind money making experience that forever lays to rest the notion that successful trading is akin to winning the lottery winning has a formula as does losing michael covel nails both head on getting rich is a fight make no mistake about it but at least now with trend commandments you have a primer that allows

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