
**New Resources for Professional Development Collection
(July 2014)**

MENTORING Cherry On Top

by KAREN MELONIE GOULD

Barcode # 067157

Creativity and Advertising

by Andrew McStay

Barcode # 067249

Creativity and Advertising develops novel ways to theorise advertising and creativity. Arguing that combinatory accounts of advertising based on representation, textualism and reductionism are of limited value, Andrew McStay suggests that advertising and creativity are better recognised in terms of the 'event'. Drawing on a diverse set of philosophical influences including Scotus, Spinoza, Vico, Kant, Schiller, James, Dewey, Schopenhauer, Whitehead, Bataille, Heidegger and Deleuze, the book posits a sensational, process-based, transgressive, lived and embodied approach to thinking about media, aesthetics, creativity and our interaction with advertising. Elaborating an affective account of creativity, McStay assesses creative advertising from Coke, Evian, Google, Sony, Uniqlo and Volkswagen among others, and articulates the ways in which award-winning creative advertising may increasingly be read in terms of co-production, playfulness, ecological conceptions of media, improvisation, and immersion in fields and processes of corporeal affect. Philosophically wide-ranging yet grounded in robust understanding of industry practices, the book will also be of use to scholars with an interest in aesthetics, art, design, media, performance, philosophy and those with a general interest in creativity. Andrew McStay lectures at Bangor University and is author of *Digital Advertising*, and *The Mood of Information: A Critique of Online Behavioural Advertising and Deconstructing Privacy*, the latter forthcoming in 2014.

STRONG The truth about getting to the top WOMAN

by KARREN BRADY

Barcode # 066705

Karren Brady is an inspiration to women everywhere, and her incredible success is borne of her passion, impressive business instinct, ambition, and her very genuine, honest, down-to-earth outlook. This is Karren's story... before being Alan Sugar's aide on The Apprentice and VC of West Ham United, how she started out as a sparky 18 year old at Saatchi & Saatchi and at 23, went on to persuade David Sullivan to buy Birmingham City football club – turning that business round to sell it for an incredible £82 million 12 years later. Strong Woman tells how she balances her personal life with her professional, her priorities, her life as mother of two and wife. Karren reveals how she coped when doctors told her after a routine scan that she had a brain aneurysm, that she must have a complicated operation immediately and had a 30% chance of not surviving, and how it has since influenced her outlook and priorities. An overwhelmingly inspiring and real look at work and life, Karren Brady defies convention as a directional business woman in a male industry. This is the truth about how she does it, and through her experience, her drive and her skills – it offers brilliant advice on how you can do it too.

Like A Virgin Secrets They Won't Teach You at Business School

by RICHARD BRANSON

Barcode # 066764

LEADERSHIP ENERGY

by CHERYL LEIT SCHUH, ED.D.

Barcode # 066421

- Do you lack confidence in your ability to be an effective leader?
- Do you struggle with how to better connect with and motivate others?
- Are you a leader who wants to learn new tools to expand your perspective beyond traditional leadership information?

Then this book is for you!

Stephanie and Daniel are two mid-level managers who have advanced in their leadership careers but have hit a plateau. Each has their own challenges and questions as to why this has happened and what they can do. Follow their stories as they use The Leadership Energy Model, with effective tools to shift leadership plateaus for greater success.

What you will find in this book:

- A leadership book designed to break-through the blocks that keep leaders from experiencing the success they desire.
- A new model connecting three key success ingredients: leadership skills, leadership traits and bio-energy tools.
- Action learning exercises and activities to enhance and grow each of the seven factors of The Leadership Energy Model.

KNOCK OUT CV

by JOHN LEES

Barcode # 066192

POWER VERBS

by MICHAEL FAULKNER

Barcode # 066193

Effective Negotiations

by tony rossiter

Barcode # 067349

To negotiate: to confer with others in order to reach a compromise or agreement. That's the dictionary definition. It's something we do every day, like it or not. We can't avoid it. It doesn't have to involve contracts or business deals. It might just mean agreeing a deadline for the task you're working on, sorting out office accommodation or equipment for a new member of staff, or talking to your boss about your vacation plans.

Discussions of this kind may not be thought of as negotiations. But often, in order to arrive at a solution all the interested parties can accept, you need to settle for less than you would ideally like. You need to give and take – in other words, to negotiate. Negotiations don't have to be formal exchanges with a set agenda conducted around a table. They can be formal or informal; internal (with colleagues in your own organization) or external; bilateral (involving just one other party) or multi-party. They come in all shapes and sizes. They can take a couple of minutes or a couple of months.

STRATEGIC DIGITAL MARKETING

by ERIC GREENBERG ALEXANDER KATES

Barcode # 067313

The digital age is here—and it's developing rapidly. Regardless of your industry, sector, or geography, you need to understand the power of digital strategies to market your brand, reach your audience, and broaden your framework for success. This comprehensive, all-in-one guide combines the collective insights of top digital marketers, consultants, and academics—each one an expert in his or her field. With the proven techniques of *Strategic Digital Marketing*, you'll be able to: Plan, strategize, and implement a complete marketing campaign that best suits you and your company.

- Use social media like Facebook and Twitter to not only engage your target audience, but get real results.
- Improve your website and supersize your media presence through liquid content, mobile apps, engaging videos, social contests, and more.

- Develop a logical and balanced approach to digital, using the proper tools, to measure and maximize return on investment (ROI).
- Reshape your management framework and redesign your company for digital-era growth, functionality, and success.

These are the same market-tested strategies Fortune 500 companies are using to take advantage of the exciting new opportunities that only digital media provides. You'll discover the 10 traits of digital leadership, the six habits of highly-successful firms, and the one true goal of digital marketing. You'll read first-hand accounts of social media in action—and follow real-world case studies of the hottest companies trending today. You'll also find need-to-know information on red-button subjects like emerging mobile technologies, legal guidelines for digital marketing, search engine optimization, and so much more. Digital media has changed the world as we know it. *Strategic Digital Marketing* will change the way you live, work, grow . . . and succeed.

Out of Office

by SIMON SALT

Barcode # 067413

A wonderful book with wonderful content, wonderfully presented. Rory Sutherland, Vice-Chairman, Ogilvy Group UK. For people that work on their laptops in coffee shops This is the ultimate inspirational and informative business book. Out of Office is the best place to change your life and have the big ideas to change the world around you. Over great coffee Moshi Monsters and Harry Potter were born, Obama's first presidential speech was composed, and many websites such as craigslist and Foursquare.com were built. It's where political revolutions and artistic movements have started. This is the business book where you learn from the biggest names and smartest thinkers on how to escape the rat race feeling and live life to the full. Full of kick-ass coffee, life changing ideas. And cake From coffee shops and hubs around the world, Chris Ward works with the most successful global brands and charities, creating successful businesses and helping raise millions for good causes, while also competing in international sporting events. Join the many successful entrepreneurs, business leaders, students, authors, freelancers and flexitime workers already switching on their Out of Office and working remotely. Grab your laptop, order a drink, ask for the Wi-Fi password and with this guide, you can make something great happen.

MANAGING THE MIST

by ANDREW SILLITOE

Barcode # 066655

Are you a leader or coach who wants to create a high-performance team? Have you ever wondered why you lose your temper or feel paralysed by the fear of failure? In a world that is full of rapid change the mist often surrounds us reducing our clarity and decision making Andrew Sillitoe successfully provides insights that are scientifically backed up to counter this. With inspiring leadership stories, original frameworks and an innovative road map to success, he clearly defines the critical pathway for enhancing leadership, creating high performance teams and developing winning mind-sets.

Contagious Customer Care

by Nicky Frisby

Barcode # 067309

How do organisations and individuals provide excellent customer care? We set out to answer this question and, after 12 months of research, published the results of our findings. With easy to read case studies and practical tips, this book provides an insight into some of the best customer care practices in the UK.

PEOPLE MANAGEMENT

by NEIL THOMPSON

Barcode # 067158

At the heart of every organisation are the people that contribute to it. Neil Thompson's latest book offers an outstanding guide to the art of management by highlighting the, too often taken for granted, importance of staff and their well-being at work. The result is a unique introduction to people management that focuses on getting the best, rather than simply the most, out of staff in the workplace.

Combining theory and practice in clear and sensitive balance, this book:

- Is unrivalled in scope, covering 30 key tasks and challenges faced by managers, from recruitment and staff motivation to grievances and bullying.
- Adopts a multidisciplinary approach applicable across many organisational settings for readers whatever their background.
- Is written with the clarity and practical focus for which Neil Thompson is renowned, ensuring a navigable and intuitive companion for students and new and aspiring managers alike.

Venture Capital FOR DUMMIES

by Nichole Gravagna,Phd

Barcode # 066759

Secure venture capital? Easy. Getting a business up and running or pushing a brilliant product to the marketplace requires capital. For many entrepreneurs, a lack of start-up capital can be the single biggest roadblock to their dreams of success and fortune. Venture Capital For Dummies takes entrepreneurs step by step through the process of finding and securing venture capital for their own projects. Find and secure venture capital for your business Get your business up and running Push a product to the marketplace If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, the information in Venture Capital For Dummies gives you the edge you need to succeed.

MARKETING YOUR event planning BUSINESS

by JUDY ALLEN

Barcode # 067415

Practical, prescriptive advice on successfully marketing your event planning business Recent years have been tough on the event planning industry. The terrorist attacks of September 11, 2001, economic downturns, wars, and SARS have all negatively impacted the business. There are fewer corporate dollars dedicated to travel budgets and special events, creating even more pressure on businesses in an already highly competitive industry. This book tells you all you need to know to market your business and build your client base in good times and bad. Marketing Your Event Planning Business shows you how to gain a competitive advantage by setting yourself apart from the competition, pursuing new markets, and soliciting sales. It covers all the vital topics in event planning marketing, including how to diversify your client base, develop niche markets, improve your customer service, establish emergency business plans, and much more. Ideal for event planners, marketing managers in the industry, and professionals in the hospitality, culinary, or travel industries Includes actionable advice on successfully marketing an event planning business Features illustrative examples, practical tips, and useful checklists and other resources Marketing Your Event Planning Business is packed with practical tips and examples, giving you creative new ways to showcase your talents, build your business, and bring added value to your clients.

THE BUZZ 50

by DAVISD FREEMANTLE

Barcode # 067046

Organistaions that excel at service Buzz. Their people are switched on and they make it happen for customers. It is down to all the little things they get right. They focus on what counts and in the world of commerce as well as in public service there is only one person that counts, and that is the customer. "Get the First Five Seconds right"; The original Tom Peters-style fashion for customer service evolved into CRM (customer relations management) and as companies struggled to reduce costs, improve efficiency and enhance profits they allowed high-technology and computers to take over many of the traditional roles exercised by empowered and customer-friendly front-line people. Call centre, IVR (interactive voice recording) and Internet ordering became the order of the day. Empowered front-line employees were proving just too expensive and too unreliable to provide cost-effective customer service. In other words many companies lost the plot. "Make customers Laugh"; This book is aimed at stimulating senior executives, managers and front-line employees to re-examine the little things they do every day in relation to customers (external and internal).

Job Searching with Social Media FOR DUMMIES

by Joshua Waldman, MBA

Barcode # 067074

Harness social media to land your dream job For anyone looking for a first job, exploring a career change, or just setting up for future success, social media sites are proven platforms for facilitating connections, demonstrating passions and interests, and ultimately landing the job. Job Searching with Social Media For Dummies enables you to harness the power of the Internet to research and identify job opportunities, and then create a strategy for securing a position. Job Searching with Social Media For Dummies features in-depth coverage of topics such as: creating effective online profiles and resumes to sell your strengths; maintaining your online reputation and understanding electronic etiquette; using the power of personal branding and building your brand online; avoiding common pitfalls, such as jumping into filling out a social media profile without a strategy; getting to know Twitter, the only real-time job board with literally thousands of jobs posted daily; using social media sites to uncover opportunities in the "hidden job market" ahead of the competition; and much more. Takes the mystery out of Facebook, Twitter, and LinkedIn Offers advice on how to brand yourself online Includes coverage of the latest changes to social platforms and websites If you're a recent graduate, changing careers, or have been away from the job-search scene for a while, turn to the trusted guidance and expert insight of Job Searching with Social Media For Dummies .

HUMAN RESOURCE DEVELOPMENT THEORY & PRACTICE

by

Barcode # 066760

Human Resource Development provides a comprehensive overview of the key topics, debates and themes in this increasingly important field. Written by a team of leading experts, the book balances research-led theory with industry best-practice to provide students with a definitive overview of HRD. The book draws on the international experience of its authors, covering topics as diverse as leadership and development; change and diversity; workplace learning and graduate employability.

New to this edition:

- Additional coverage of careers, career management and employability
- Inclusion of topical subjects including employee engagement, skills shortage and business partnering
- Improved student-friendly pedagogy including real life case studies, discussion questions and chapter summaries
- Thoroughly updated references and web links

Human Resource Development is an essential text for undergraduate, postgraduate and MBA students of HRD.

Corporate Finance FOR DUMMIES

by Steve Collings

Barcode # 066657

The maths, the formulas, and the problems associated with corporate finance can be daunting to the uninitiated, but help is at hand. Corporate Finance For Dummies, UK Edition covers all the basics of corporate finance, including: accounting statements; cash flow; raising and managing capital; choosing investments; managing risk; determining dividends; mergers and acquisitions; and valuation. It also serves as an excellent resource to supplement corporate finance coursework and as a primer for exams. Inside you'll discover: The tools and expert advice you need to understand corporate finance principles and strategies Introductions to the practices of determining an operating budget, calculating future cash flow, and scenario analysis – in plain English Information on the risks and rewards associated with corporate finance and lending Easy-to-understand explanations and examples Help to pass your corporate finance exam!

Go MAD About Coaching

by Andy Gilbert & Ian Chakravorty

Barcode # 066848

This book contains over 200 powerful coaching questions plus countless tips, tools, techniques and templates of how to use the Go MAD framework to structure a coaching session. The book is also accompanied by a free audio CD (via voucher) containing 60 minutes of coaching examples and exercises. This is the manager's guide for helping others to make a difference.

Essential of Entrepreneurship and Small Business Management

by Norman M.Scarborough

Barcode # 067204

The tools to launch a new venture and the knowledge for entrepreneurial success.

With a practical, "hands on" approach to entrepreneurship, this text aims to provide students with the knowledge and tools they need to launch a business so that it has the greatest chance for success.

Consumer Behavior & Economic Decisions

Barcode # 067159

Effective Interviewing and Information Gathering

by Thomas Diamante

Barcode # 065245

This book is an invaluable, instructional field manual for you or any professional who needs to obtain and interpret information gathered directly by and from people, without recourse to a technological intermediary, such as online search. In the role of interviewer, interrogator, or evaluator, there are many opportunities to get it wrong. As advanced as our information-gathering technology may be, it is still impossible to get inside the head of an interviewee by conducting a Google search; so hit them with the tactics spelled out in this book instead in order to protect yourself from being sent in the wrong direction. Inside, you'll learn practical information regarding all aspects of obtaining and evaluating information. This book serves as a tool-kit that helps build the skills necessary for conducting good interviews and extracting information that is critical for the enterprise in which the interviewer is engaged. As you progress through the book, you will acquire an understanding of research-based behavioral techniques that bolster the success rate of interviews. In addition, the legal factors you need to be aware of prior to conducting an interview for hiring purposes are spelled out. Finally, you'll acquire the skills necessary to help you evaluate interview information so that decisions made are based on evidence.

THE EFFORTLESS EXPERIENCE

by MATTHEW DIXON

Barcode # 065243

Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. *But what if everyone is wrong?*

In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted longstanding myths about sales. Now they've turned to a new vital business subject - customer loyalty - with a book that turns conventional wisdom on its head. Companies devote untold time and resources trying to dazzle customers. Yet CEB's careful research proves that is wildly overrated: loyalty has a lot more to do with how well companies deliver on their basic promises than on how dazzling the service experience might be. Forget bells and whistles and just solve your customer's problems. *The Effortless Experience* lays out the four pillars of a low-effort customer experience, with robust data, insights and profiles. Here are tools and templates you can start applying right away to improve service, reduce costs, and ultimately generate the elusive loyalty that the 'dazzle factor' fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

HIRING TALENT

by TOM FOSTER

Barcode # 066422

This is the only book on hiring that blends the research on levels of work with the discipline of behavioral interviewing. Every role has a level of decision making, a level of problem solving. The research on levels of work, pioneered by the late Dr. Elliott Jaques, is powerful science. The discipline of behavioral interviewing is the most effective method for its application. This is the only book that puts these two ideas together in a practical framework for managers faced with the hiring decision.

THE MARKETING MATRIX

by GERARD HASTINGS

Barcode # 065244

In the hands of the corporate sector, marketing has turned us into spoilt, consumption-obsessed children who are simultaneously wrecking our bodies, psyches and planet. Given the fiduciary duties of the corporation, notions like consumer sovereignty, customer service and relationship building are just corrosive myths that seduce us into quiescence, whilst furnishing big business with unprecedented power. Corporate Social Responsibility, the ultimate oxymoron, and its country cousin, Cause Related Marketing, are just means of currying favour amongst our political leaders and further extending corporate power.

KKNOCK DEAD JOB INTERVIEW

by MARTIN YATE,CPC

Barcode # 066425

The interview is one of the most crucial moments of the job search experience and your chance to show your potential employer that you have what it takes to succeed in the position. In order to do that in today's highly competitive job search environment, though, you'll have to find a way to stand out from the crowd.

Using his twenty-five years of experience, *New York Times* bestselling author Martin Yate has established a set of rules for job interviews that is sure to get you noticed. Instead of memorizing canned answers, Yate provides you with an explanation of the thought behind more than 300 questions and answers, so that you'll always know what the interviewer is really asking and how you should respond. Packed with information on handling stress questions and weird interview venues, this book also teaches you how to keep your cool--and confidence--from the moment you step inside the building.

MARKETING THE GOOD,THE BAD,AND THE UGLY

by TOM FELTENSTEIN

Barcode # 067160

Rhetoric is OUT! Engagement is IN! The world of marketing has undergone massive change in the last 15 years - some of it good, some bad, and some just downright ugly! Tom Feltenstein, the modern-day father of Four Walls Branding and Strategic Neighborhood Marketing now offers you the understanding that customers no longer want to be shouted at with senseless marketing that doesn't engage. The interactive world of social media has opened up vast new opportunities for businesses, but it has also created a lot of confusion on how to go about capturing that audience. Tom delivers answers and shows how his basic principles of Neighborhood Marketing first offered in his book, *The 10-Minute Marketer's Secret Formula* can be translated into this exciting new world. The ideas and principles of pioneers in business such as Tom's mentor, McDonald's late founder Ray Kroc, still work. In fact, they work better in today's world because they were founded on the idea of engagement at the local level. Tom describes how to win against bigger companies, bigger ad budgets and bigger campaigns. Having helped build McDonald's sales one neighborhood at a time, he has the practical hands-on knowledge and experience to back his claim. The environment may be new, but the principles of customer engagement are as old as time. These techniques are already being used with tremendous success by an elite group of retailers: Harley-Davidson, Krispy Kreme, McDonald's, Nordstroms, Starbucks and even Costco. Now is your chance to capitalize on these essential principles and explode your sales by applying them in your business each and every day.

Brilliant Graduate CV

by Jim Bright

Barcode # 067144

When you apply for your first job, your CV is compared to hundreds of others from graduates with similar academic credentials. You've only got the time it takes the employer to scan the pages to show how brilliant you are. How do you impress them when you don't know what employers are actually looking for? *Brilliant CV* tells you what they want and how to write it.

This new edition of the bestselling CV guide has been rewritten and recrafted to deliver specific advice for graduates on innovative approaches to writing your first CV, so now you can really shine out from the rest. Based on research among employers and recruiters, revealing what they look for, *Brilliant CV* will ensure your CV never fails to impress.

PERSUASION The art of influencing people

by JAMES BORG

Barcode # 065164

It pays to be persuasive.

From senior managers to new-starters in business; at home, in the office and in the boardroom the ability to confidently motivate, influence and convince others offers a competitive edge that can really set you apart and help you get what you want. Learn the power of words; how to be an effective listener; how to develop and enhance your memory; how to control the attention of others and how to read body language and other non-verbal signs. *Persuasion* will boost your persuasive and intuitive skills to amazing new level

SUCCESS by TEAMING

by Nathaniel 'Nate' Couser

Barcode # 066194

This book is designed to inspire and motivate the pursuit of entrepreneurship. It will illustrate how to position self and minimize risk. You will learn how to establish your career path and embark on your journey to entrepreneurial success. You will understand how to overcome your fears, break bad habits and be victorious over self-defeating beliefs. In addition, you will learn never to accept failure, and regardless of the obstacles faced, move up the success ladder. This book is developed and designed to provide valuable resources, processes and methodologies to help Entrepreneurs and Small Business Owners to reach their levels of success in Public & Private Sector business. This methodology is an inspiration of entrepreneurial power within self. The Author having a multi-functional diversified background of experience, he was able to carve an entrepreneurial and small business niche of innovative sources of business solutions from one multi-functional collaborated system. In 2005, he launched his own firm by uniquely turning his struggles into success and implementing the methodology outlined in the book. In doing so, he hopes readers will gain valuable insight towards achieving their goals during these especially challenging times. Being that his entire military and civilian career placed him in unique positions that provide him great exposure to gain unlimited and unique valuable business experiences from the best corporations in the world. This is just one the initial reasons why this book should be read by all entrepreneurs and small business owners. The book describes the quest of life's challenges, accomplishments, rewards, downfalls, successes and consistency to prevail through any obstacle that came and to continue to come our way. You can overcome anything as long as you retain self-determination, perseverance, tenacity and faith!

THE "E"s OF BUSINESS

by DANIEL R. HOGAN, JR., PH.D.

Barcode # 066195

"Economics, Entrepreneurship, Ethics, three subjects one does not often see addressed in one book. Yet upon reading and studying the different treatments, an overlap can be perceived and the interrelation of the three becomes evident for a successful business.

The entrepreneur cannot live in isolation. To be successful and start, grow, and manage a profitable business with sustainability,

he/she must be cognizant of all the factors that may impact (favorable and unfavorable) the business. In this regard a true internal locus-of-control, a firm belief that "if it is to be it is up to me" must exist. It is not enough to be expert in a particular line of business or trade. One must know the business-of-the-business. In so doing a working knowledge of the environment in which the business is to survive is essential. Besides the technical knowledge which may be necessary for operations, and besides the sales and marketing acumen possessed, the financial language of the business must be understood and constantly analyzed and monitored. As does the economic conditions of the market, industry, country, and the world; for all will have an effect on the future and success of the venture. Constant attention must be paid to government regulations and legislation. Ethical considerations and behavior must always be in the forefront of decision-making.

THE END OF THE PERFORMANCE REVIEW

by Dr Tim Baker

Barcode # 065246

Most organizational leaders are locked into conducting annual or bi-annual performance reviews with their staff, even though they know the system is not working. Performance reviews are costly, time consuming and often a one-way monologue without follow-up. Organizations need an entirely new approach to managing performance.

The End of the Performance Review is a thoroughly tested, distinctive alternative that draws on well-established principles of organizational behaviour. Based around Tim Baker's unique 'Five Conversations', each lasting ten minutes, the reader is offered a new model for performance management that better reflects the changing needs of employees and organizations. With a timely focus on fostering innovation, the book is practical and easy to use – featuring case studies, interviews and useful templates.

LinkedIn Makeover (2nd Edition)

by Donna Serdula

Barcode # 066190

Learn how to optimize your LinkedIn profile so you can impress your network and get found on LinkedIn. This easy to read and fun book walks you through building an impressive LinkedIn profile. Chock full of examples, LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile is your one stop resource to learn how to optimize your LinkedIn profile so you can look good and get FOUND on LinkedIn.

Job Search Letters for Dummies

by Joyce Lain Kennedy

Barcode # 064976

New-style job messages that get you in the door and on your way up From sparkling cover letters to six-word bios, a fresh bevy of job search letters has grown powerfully useful for successful career communications. Job Search Letters For Dummies delivers the quality of New Era know-how you need right now to land good jobs and thrive. Whether you're a long-time professional or a recent college graduate — or somewhere in between — Job Search Letters For Dummies has you covered. Job Search Letters For Dummies covers the gamut of leading-edge topics, including effective strategies for internal career communications on topics such as raises, promotions, and position changes; rules for communicating professionally with texts and networking on social media platforms such as twitter and LinkedIn; fresh and updated communication phrases to voice accomplishments and make job-fit statements; post-interview etiquette and letters such as thank-yous, "hire me" reinforcement notes, interest revival queries; and much more. Get hired with 40 types of job letters Create short messages for a smartphone world Network on social media sites Model best letters more than 200 pro samples Whether you're a long-time professional or a recent college graduate — or somewhere in between — Job Search Letters For Dummies has you covered. A note to job seekers from nationally syndicated careers columnist and author of Job Search Letters For Dummies ,

Facebook Marketing for Dummies

by John Haydon

Barcode # 064987

The bestselling book updated with all of the latest features and Facebook upgrades This latest revision covers the newest Facebook tools and techniques, including how to use the Timeline for your business page and how to take advantage of third-party apps. It will also explore the psychology of the Facebook user, explain ways to build your fan base and increase brand awareness, look at how to promote your page with events and contests, and discuss ways to monitor and measure your efforts. Real-world case studies illustrate the techniques. Facebook is among the most important marketing tools for today's business or nonprofit organizations This extremely popular guidebook has been fully updated to cover Facebook's new and ever-evolving tools Shows how to create and administer the Timeline for your page, how to use events, contests, and polls to generate interest, ways to increase brand awareness, and how to integrate your Facebook marketing campaign with other marketing efforts Introduces you to the psychology of a Facebook user, shows how third-party apps can be used with your Facebook presence, and helps you focus on tried-and-true strategies and techniques Facebook Marketing For Dummies, 4th Edition is a must-read for businesses and nonprofits that want to succeed in today's social media environment.

Small Business Marketing Kit for Dummies

by Barbara Findlay Schenck

Barcode # 064983

Harness the power of marketing and watch your business grow Having your own business isn't the same as having customers, and one is useless without the other. Whether your business is a resale store or a high-tech consulting firm, a law office or a home cleaning service, in today's competitive environment, strategic marketing is essential. If you want your small business to grow, you need a marketing strategy that works. But how do you get people to notice your business without spending a fortune? Packed with savvy tips for low-cost, high-impact campaigns, this friendly guide is your road map to launching a great marketing campaign and taking advantage of the newest technologies and avenues for outreach. Using social media as a marketing tool Communicating with customers Financing a marketing campaign The companion CD includes tools and templates to give you a jump-start on putting your new skills to work If you're looking to give your small business' marketing plan an edge over the competition, Small Business Marketing Kit For Dummies has you covered. CD-ROM/DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

Social CRM for Dummies

by Kyle Lacy

Barcode # 064982

Discover great ways to engage your customers through the social web Social CRM is an evolving tool to help you engage your customers, interact with them, and develop deeper relationships. This handy guide teaches you how to make the most of it, whether your business is a small shop or a large corporation. In a friendly, easy-to-understand style, it explains how you can create new marketing communications and develop smart, applicable content that produces results from your online community. You'll learn to use data to drive results, create social Key Performance Indicators for different business units, and a great deal more. Today's consumer uses technology to select relationships with companies; this book teaches business owners how to use social CRM to create relationships that customers want to maintain Explains how to integrate social media into your CRM mix Shows how to use data and information gathered through social sites Helps you develop social KPIs and create content that gets results from your online community Social CRM For Dummies helps businesses large and small use social media to develop and maintain productive customer relationships.

Human Resources Kit for Dummies

by Max Messmer

Barcode # 064986

Align HR practices with your objectives and keep your company competitive A company's ability to grow and stay on top of customer demand has always depended heavily on the quality of its people. Now, more than ever, businesses recognize that finding (and keeping) a highly skilled and motivated workforce is pivotal to success. Maybe you're a business owner and your company is growing, or you're an employee at a small- to midsize-company and management has asked you to take on some—or all—of their HR functions. Either way, knowing how to set up and implement successful HR practices (not to mention navigating the legal minefields in today's increasingly regulated environment) can be tricky. Human Resources Kit For Dummies is your one-stop resource for learning the nuts and bolts of HR. It gives you forms and templates that you can put to immediate and productive use. New information on anti-discrimination legislation; measuring performance; hiring, firing, and retaining employees; and training and development plans The latest info on online and social media policies Updated forms and contracts, from job application forms and sample employee policies to performance appraisals and benefit plan worksheets If you're currently working in Human Resources or are responsible for employees in your business, the tools presented here help you maximize the effectiveness of your own HR program.

Negotiating Commercial Leases & Renewals for Dummies

by Dale Willweton & Jeff GrandField

Barcode # 064984

Negotiate commercial leases and renewals like a pro Renting space for businesses and navigating a commercial lease can be a daunting task for those without expertise, as errors or oversights can cost thousands of dollars. Thankfully, *Negotiating Commercial Leases & Renewals For Dummies* takes the mystery out of the commercial leasing process and offers expert tips and advice to help small business owners successfully negotiate their leases without losing their cool, or their cash. From one of the industry's most respected and experienced consultants, *Negotiating Commercial Leases & Renewals For Dummies* provides tenants with tips and advice on finding the best location and amenities for a business; understanding space needs and maximizing lease space; ensuring fair operating costs and keeping rent fees at a manageable level; minimizing the deposit requirement; mastering and executing negotiation strategies and tactics; and much more. Discover the rights and responsibilities associated with commercial leases Find out how much negotiability and flexibility you can expect in commercial leases and renewals Get to know which laws protect you and your business *Negotiating Commercial Leases For Dummies* is essential reading for the more than 10 million business owners, entrepreneurs, retailers, restaurants, doctors, and franchise tenants who lease commercial, office, and retail space across North America.

Inspirational Leadership

by Richard Olivier

Barcode # 065103

Henry V is Shakespeare's greatest leader Henry V is Shakespeare's greatest leader inspired and inspiring, visionary yet pragmatic, powerful yet responsible. As a study of an inspirational leader he remains unparalleled. As a new king, Henry unites a group of disparate people around a common goal, learns to face his own self-doubts, and inspires his followers to a near-miraculous victory against all odds. It's an allegory for the trials and tribulations that beset the modern business leader.

In this fascinating book, acclaimed stage director and creative consultant **Richard Olivier** draws on his intimate knowledge of the play, and its absorbing central character, to unmask the secrets of inspirational leadership and reveal the timeless lessons it hold for managers and leaders today.

With unique practical understanding gained from working with real-life managers and leaders on this seminal text, Olivier successfully combines ancient wisdom with modern experience. Following the journey of the play, he tracks the development of Henry as a leader, offering timeless insights into the psychology, skills and techniques of effective, inspirational leadership.

From Know-How to Do-How

by Dave Corbet and Ian Roberts

Barcode # 065096

Everybody knows that change can be difficult. Sometimes you feel yourself stuck going round in circles as you revisit the same challenges again and again. But there is a way to change things and it doesn't have to be complicated.

In this highly practical book, Dave Corbet and Ian Roberts show just how quickly you can move forward once you recognize that the key to change is not your know-how understanding how to make change happen in theory but your do-how the shifts in behaviour that will deliver the changes you want, whether this be at home or work.

Dispensing with academic jargon, and illustrated throughout with real-life examples and case studies, the book draws together diverse aspects of change into one simple, tried-and-tested roadmap, allowing you to develop the do-how you need to achieve breakthrough change: change that sticks, and delivers results.

Brand Damage

by Larry G.Linne & Patrick Sitkins

Barcode # 065062

Personal branding is going to be one of North American businesses' most critical strategic initiatives in the next 3-5 years. Information is more accessible on individuals than ever before. Social media is making details about people more accessible and creating a ton of data to help people form opinions about individuals. "Brand Damage - It's Personal" deals with the ever-growing importance of

personal branding. This book is a practical guide for everyone from teenagers to seasoned professionals. It provides information on how to create and proactively manage your brand, items that can damage a brand, and entertaining stories and illustrations.

Help Them Grow or Watch Them Go

by Beverly Kaye & Julie Winkle Giulioni

Barcode # 065092

Career development is a responsibility that managers know they should do and frequently even want to do. Despite that, it's always getting back-burnered. There are lots of reasons. But the #1 reason managers give is that they don't have time. Don't have time for the meetings. The forms. The moving people around like chess pieces. But news flash: employees will leave if they aren't developed.

In this book Beverly Kaye and Julie Guilioni invite managers to re-frame career development in such a way that responsibility rests squarely with the employee and their role is more about prompting, guiding, reflecting, exploring ideas, activating enthusiasm, and driving action rather than actually doing all the work.

This happens through the simple act of conversation. And career development conversations can be easily integrated into the normal course of business, not separated out as a special task. Kaye and Giulioni identify three types of career development conversations and provide questions, templates, tips and tactics for having them. Managers can stop worrying, avoiding, delaying or taking on too much responsibility for their employees' career... and just start talking.

Leadership Assessment for Talent Development

by Tony Wall & John Knights

Barcode # 065042

For professionals responsible for talent management and development, assessing competence and capability is crucial, especially in relation to recruiting the right leader. Yet talent professionals can also use leadership assessment as a positive and powerful talent development tool. *Leadership Assessment for Talent Development* goes beyond recruitment to position assessment as a central, strategic activity. It demonstrates how to apply a connected process that accelerates behavioural change areas and facilitates the engagement and enabling of in-house talent. This practical, forward-looking book uses authentic, engaging case studies to show how the principles of leadership assessment can work in practice. It is an essential companion for HR and talent professionals in any field who want to equip their company with the talent it needs to be fit for business success.

Generations at Work

by Ron Zemke & Claire Raines & Bob Filipczak

Barcode # 065099

This all-new edition of the seminal book on navigating the multigenerational workplace takes a fresh look at a growing challenge, now exacerbated by the youngest employees. With their micromanaged childhoods and tech addictions, Gen Yers require constant feedback—frustrating for the Me Generation that can't let go of the spotlight, and annoying for Gen Xers, sandwiched between the two. So how can you lead this motley group with their often incompatible work ethics, values, and styles?

Generations at Work lays bare the causes of conflict, and offers practical guidelines for managing the differences, including:

- In-depth interviews with members of each generation
- Best practices from companies bridging the generation gap
- Specific tips for each generation on how to handle the others
- A field guide for mentoring Generation Y

For anyone struggling to manage a workforce with different ways of working, communicating, and thinking, *Generations at Work* is the answer.

Manager's guide to Navigating Change

by Stephen Rock

Barcode # 065079

Lead your team through today's rapid changes

The only guarantee in business is change. All managers need to understand that they will either be buffeted by change or help shape it. Knowing how to do that is the real test of leadership in today's organizational environments.

Manager's Guide to Navigating Change provides methods for managing risks and ensuring the organization continues to move forward through turbulence created by both internal and external events.

Learn how to:

- Define what the future looks like and communicate your vision to your staff
- Make large-scale change sustainable by aligning your efforts and resources
- Align organizational and employee values, missions, and goals
- Leverage your resources to facilitate stakeholder buy-in
- Enact your plan and measure results as you go

Team Building

by Jeffrey H.Dyer

Barcode # 065102

The newest edition of the book that has become a classic on team building, this fifth edition describes the Four Cs of the Team Development Model: Context-Laying the Foundation for Team Success; Composition-Getting the Right People on the Bus; Competencies-Developing Team Skills for High Performance; Change-Devising More Effective Ways of Working Together. The new edition features a new student assessment measuring team performance that is posted online as premium content; new chapters on innovative teams and managing cross-cultural teams; information on virtual teams, and a wealth of new examples.

Success 365

by Shirley Taylor

Barcode # 065077

How can I increase my effectiveness at work? How can I enhance my productivity? How can I improve my time management? How can I make better decisions? How can I become better at networking? How can I boost my memory? How can I become a better negotiator? How can I learn great interview skills? You'll find answers to all these questions and many more in Success 365. Success 365 contains an idea a day, one for each day of the year, that will give you all the tools and strategies you need to become more effective and successful. Compiled and edited by popular speaker, trainer and author, Shirley Taylor, Success 365 contains contributions from 10 leading edge experts. You will find lots of useful advice from email to networking, from decision making to networking, from confidence to negotiating, from productivity to business etiquette, and much more. All the tips in Success 365 are explained clearly with practical examples and advice you can apply immediately to help with your own work and career. Success 365 - a powerful collection of great tips and advice to help with your professional and personal development - every day of the year!

The Office politics Handbook

by Jack Godwin

Barcode # 065081

THE OFFICE POLITICS HANDBOOK is for business executives, managers, consultants, lawyers, agents, editors and anyone who wants to become more politically astute, more powerful and more successful. This is not a book on political game playing; it is for people who hate power games but who know that politics takes place in every organisation and want to make sure they wind up on top of the heap - not at the bottom of the barrel.

This book will explain why people are political animals and why they engage in power-seeking behaviour. It will, also, discuss different instruments of power to help you understand the cultural and collective forces at work in human nature and the occasionally aggressive characteristics of the political animal.

Micro-Entrepreneurship for Dummies

by Paul Mladjenovic

Barcode # 064977

Tired of the 9-to-5 grind and want a way to earn or to supplement your income? Easy. The media has named the growing trend toward micro-entrepreneurship "the Rise of the Creative Class," "the Gig Life," or "the freelance economy." All of those refer to the nearly 4 million workers who were self-employed this past year, and millions of others who currently supplement their income with freelance work. While the trend has been spotted before, there's one stark difference between micro-entrepreneurs today and the "Free Agent Nation" citizens of the late '90s: technology. Micro-Entrepreneurship For Dummies shows you how to navigate this confusing technological landscape in order to make a contributable profit. Micro-Entrepreneurship For Dummies aids you in making the best use of micro-entrepreneurial platforms, with helpful advice that includes information on signing up for and selling products on websites such as Airbnb, Craigslist, Taskrabbit, Uber, and Etsy. Micro-enterprise, using online platforms to sell products or services, is a proven way to earn extra money and supplement household income. In today's struggling economy, the importance of self-run businesses and small enterprise is growing as more people take lower-paying jobs and need a little extra spending money. Shows you how to sign up for and sell products online. Micro-Entrepreneurship For Dummies appeals to anyone looking to earn or supplement their income from home.

Operations Management for Dummies

by Mary Ann Anderson

Barcode # 064985

Score your highest in Operations Management. Operations management is an important skill for current and aspiring business leaders to develop and master. It deals with the design and management of products, processes, services, and supply chains. Operations management is a growing field and a required course for most undergraduate business majors and MBA candidates. Now, Operations Management For Dummies serves as an extremely resourceful aid for this difficult subject. Tracks to a typical course in operations management or operations strategy, and covers topics such as evaluating and measuring existing systems' performance and efficiency, materials management and product development, using tools like Six Sigma and Lean production, designing new, improved processes, and defining, planning, and controlling costs of projects. Clearly organizes and explains complex topics. Serves as a supplement to your Operations Management textbooks. Helps you score your highest in your Operations Management course. Whether your aim is to earn an undergraduate degree in business or an MBA, Operations Management For Dummies is indispensable supplemental reading for your operations management course.

Social Media Engagement for Dummies

by Aliza Sherman

Barcode # 064981

Put "engage" front and center in your social media marketing engagement strategies! When you focus on the engagement side of a social media marketing strategy, you'll build and grow relationships with followers and customers, craft content just for them, analyze how they're responding, and refocus and refresh your campaigns accordingly. This smart guide shows you how to do all that, and then some. From building trust to sparking conversation to using video and other tools, this creative book is a must read if you want to discover all that goes into the most important aspect of today's social marketing. Helps you build and foster social media relationships with potential customers, fans, followers, and current customers. Shows you how to spark actions, reactions, or interactions—and make things happen. Explores the fundamentals, especially for do-it-yourself small-business owners and marketers. Covers building trust and credibility, creating connections, encouraging sharing, using social networks to engage, using email marketing or SEO to engage, and much more. Social Media Engagement For Dummies will help you connect to followers, convert them to customers, turn them into evangelists for your company, and boost your bottom line!

Taking Charge of Your Time & Stress

by Dr. Lloyd Elder

Barcode #065063

"Offering more than 150 proven skills and best practices" Taking charge of your life is one of the most significant and exciting tasks worthy for each day, and for the rest of your life. This book primarily intends to offer critical actions for your journey: • Affirm your responsibility for "taking charge" of your life decisions. • Accept time and stress as twin components at the core of your life. • Take charge of your time and stress, as indeed "life management." • Claim the guidance and inspiration of your biblical faith in Christ. • Draw on the research, experience, proven practices of others. • Understand the process: explore, assess, decide, and take action. • Enjoy the rich benefits of investing your disciplined attention. A reminder: "If you do not take charge of your time and stress, others will be glad to do it for you." As evidenced in this book, Dr. Lloyd Elder has done extensive study, research, and writing in the areas of leadership, management, and ministry. His first pastorate was in Alaska, followed by 22 years pastoring churches in Texas. His high management skills led him to serve as Executive Vice-President of Southwestern Baptist Theological Seminary in Ft. Worth, and following that as President of the Baptist Sunday School Board (now LifeWay) in Nashville, TN. For the past two decades, he served first as professor of Biblical Studies and Preaching at Belmont University in Nashville; then in 1995 he founded the Moench Center for Church Leadership at Belmont where he continues to serve as SkillTrack® Leadership curriculum writer, speaker and leader of conferences and retreats-giving training, counseling, guidance and encouragement to ministers and congregations locally and in states throughout the U.S.

Records Management For Dummies

by Blake Richardson

Barcode # 064975

Here's what you should know to manage data records efficiently With proper electronic data management, your business can lower costs, improve efficiency, eliminate duplication, and be protected in the event of a lawsuit. This book provides an overview of records management solutions and implementation strategies in plain, non-technical English. Step-by-step instructions show you how to begin managing records and information and how to maintain the program once you have it established. Sample forms for inventory, scheduling, and necessary documentation are also available on the companion website. Electronic records management offers cost savings, greater efficiency, and protection in case of legal action; this book gets you started on an effective data management system This plain-English guide helps you determine what constitutes a record, shows you how to inventory records and create an efficient way to file both electronic and paper copies, and explains how to create a retention schedule Walks you through switching to electronic record-keeping, what to look for in a records management system, implementing best practices, ensuring that your system will stay current, and using the system effectively Helps you assure that the destruction of any sensitive information is conducted and documented correctly Records Management For Dummies helps your business save money and improve efficiency with effective electronic records management.

The Mediator's Handbook

by Jennifer E. Beer & Caroline C.Packard

Barcode # 065037

The popular "Mediator's Handbook" presents a time-tested, adaptable model for helping people work through conflict. Extensively revised to incorporate recent practice and thinking, the accessible manual format lays out a clear structure for new and occasional mediators, while offering a detailed, nuanced resource for professionals. Starting with a new chapter on assessing conflict and bringing people to the table, the first section explains the process step-by-step, from opening conversations and exploring the situation, through the phases of finding resolution deciding on topics, reviewing options, and testing agreements. The "Toolbox" section details the concepts and skills a mediator needs in order to: Understand the conflict; Support the people; Facilitate the process; Guide decision-making. Throughout the book, the emphasis is on what the mediator can do or say NOW, and on the underlying principles and core methods that can help the mediator make wise choices. Long a popular course textbook for high schools, universities, and training programs, this Handbook is also a valued desk reference for professional mediators, and a practical guide for managers, organisers, teachers and anyone working with clients, customers, volunteers, committees or teams.

Sales Force Management

by Mark W.JohnSton

Barcode # 064973

- A strong focus on leadership, technology, innovation, ethics, and global business

- New material integrated throughout the book on multifaceted sales communication approaches, leadership, and the relationship between the marketing and sales functions
- Continued partnership with HR Chally, a global sales consultancy that supplies cutting-edge data for each chapter, allowing students to benefit from understanding and working with real-world applications of current sales force challenges
- Enhanced learning features, such as short and long cases to stimulate discussion, leadership challenges to assess students' ability to make decisions, role plays to allow students to learn by doing, and more

How to write successful Fundraising Appeals

by Mal Warwick

Barcode # 064980

Includes Sample Letters, Real World Examples, Style Tips, New Chapters on E-mail, Websites, Social Media, and More... Now in a completely revised third edition, this classic book shows how to create winning appeals that will realize the full potential of direct mail and online fundraising. Written by fundraising guru Mal Warwick, with assistance from Eric Overman, this comprehensive resource gives nonprofit fundraising staff the information needed to write compelling fundraising appeals for any medium. If you follow Warwick's guidelines, your direct mail and online fundraising campaigns will produce better results, year after year. Written in an easy-to-read style, the book is filled with practical techniques, proven approaches, and illustrative examples of both successful and unsuccessful appeals based on the authors' wealth of experience fundraising for hundreds of nonprofits. Step-by-step and appeal by appeal, the book shows how to navigate the fundraising appeal process with ease. To meet the demands of today's socially connected donors, this new edition explains how to mesh today's online technologies with direct mail to produce optimal fundraising results. You'll learn how to use e-mail, websites, Facebook, Twitter, and mobile technology to recruit more donors and raise more money. The book includes current research on timely topics such as online vs. offline behavior, online giving statistics, demographics, and best practices in integrated fundraising. If you're a nonprofit professional eager to master the latest methods in fundraising, or simply need to write direct mail appeals for your organization, *How to Write Successful Fundraising Appeals* will help you hone your skills and create appeals that will hit the mark every time.

An Introduction to Human Resource Management

by John Stredwick

Barcode # 065082

Since its original publication in 2000, this text has been intended for students studying HRM for the first time. Its major features are its comprehensive and wide-ranging nature which deals with all major aspects of HRM in a down to earth and practical way, alongside the necessary theoretical underpinning. The key strength is its accessibility to students new to the subject area where it combines a clear explanation with numerous relevant and interesting cases and comments. The range and nature of HRM is fully illustrated by a combination of real life and fictional case studies which heighten awareness of key issues involved in HRM today.

The Marketing Manifesto

by David James Hood

Barcode # 064971

Marketing is key to the health and wealth of organisations and a vital component in business strategy. Despite the fact that it produces three times more value than any other facet of a business and continual major improvements in its evolution as a profession, marketing and marketers are often undervalued as part of the business and underexploited as a force for profit. It is time marketing - and the Marketer - became critical.

The Marketing Manifesto tackles and exposes the problems that stand in the way of the marketer realising marketing's prime objective and role - to improve and sustain revenue whilst improving the lives of the customer and consumer. Delivered in a refreshing style, by a marketer at the sharp end of successful business practice, *The Marketing Manifesto* offers unique steps to creating and delivering a successful marketing strategy in any organization and to improve your own a personal impact - on your role, career and organisation.

The Marketing Manifesto is an innovative and highly practical title that crystallizes precisely how professional marketers can not only create a goal-oriented personal and company strategy, but also competitive advantage through applying marketing in the way it could and should be practised.

Women Entrepreneurs

by Mauro F. Guillen

Barcode # 065064

Women Entrepreneurs offers a collection of almost two dozen cases that explore the process by which women become entrepreneurs, as well as the opportunities and challenges they face in growing their businesses. With a particular focus on the intersection between entrepreneurship and economic development, the cases are drawn from across a range of industries and countries. They offer insights into a number of issues women entrepreneurs face, such as launching a business, diversification and internationalization, as well as covering a number of business functions, including finance, marketing and human resource management. Each case is presented with a summary highlighting the themes it covers, and ends with a set of questions to guide classroom discussion. The book also includes a summary of existing literature on entrepreneurship to help contextualize the cases. This casebook would be the ideal companion in an entrepreneurship class, particularly for students with an interest in female entrepreneurship or economic development. With data from a Goldman Sachs/Lauder Institute study.

How to find work in the 21st Century

by Ron McGowan

Barcode # 065093

A comprehensive guide to finding meaningful employment with tips on how to define what you have to offer employers, how to market and sell yourself, how to network effectively and how to use social media tools to find employment.

How cool brands stay Hot

by Joeri Ban den Bergh and Mattias Behrer

Barcode # 065095

Generation Y (16-32 year olds) are the most marketing savvy and advertising critical generation ever. Three times the size of the previous Generation X, they have a much bigger impact on society and business. But what drives them and how do you develop the right brand strategies to reach this critical generation? This revised and updated 2nd edition of *How Cool Brands Stay Hot* reveals what drives Generation Y and how you can reach them. Based on five years of intensive new research, it provides insights into the consumer psychology and behaviour of "the Millennials". It will help you to connect with this new generation of consumers by understanding their likes and dislikes, and how you can make your advertising, marketing and branding relevant to them. Full of new case studies and interviews with global marketing executives of successful brands such as Converse, Heineken, Diesel, Coca-Cola, MasterCard, eBay, BBC and many more, *How Cool Brands Stay Hot* provides you with creative ideas on how to position, develop and promote your brands to the new consumer generation.

Human Resource Management and Change

by Lanny Entrekin and Brenda D. Scott-Ladd

Barcode # 065003

This exciting new book has grown from a need to provide practical advice to managers who deal with contemporary human resource and change issues. A crucial role of a manager is to respond in the best interests of the organisation and at the same time retain talent. Skill shortages and ageing populations in developed economies and the need for emerging economies to develop their workforce coincide to present managers with unique challenges.

Human Resource Management and Change: A practising managers guide offers a timely overview of recent environmental and economic changes as depicted by the DELTA forces of change. These include demographic, environmental, legal, technical and attitudinal changes that are in part the product of globalization, and the Global Financial Crisis (GFC). The fundamental strategies for managing change and implementing human resource practices are clearly explained. End of chapter study guides further explain the topics of the chapters by providing case studies and review and discussion questions as well as further reading.

The text reflects the everyday challenge managers face in a turbulent environment and focuses on providing practical guidelines to managers who may not have higher academic qualifications to help them manage people and change.

This is how to get your Next Job

by Andrea Kay

Barcode # 065001

Even in a bad economy, companies have job openings they can't fill. Considering the millions of people who are out of work or unhappily employed, how can that be? What are job seekers doing to turn off employers? And what is it that employers want but aren't finding?

Leading career expert and syndicated columnist Andrea Kay asked employers one simple question: why didn't you hire the last ten people you interviewed? What it came down to, every time, wasn't a matter of skills or experience, but how applicants seemed based on what they said or did. From lack of preparation, to pushiness, to a subtly defensive attitude, it's the simple behaviors prospective employees exhibit before, during, and after interviews that stand between them and job offers.

Based on candid insights from real-life employers, and featuring a foreword by Richard Nelson Bolles, bestselling author of *What Color Is Your Parachute?*, this book helps job hunters take control of how they come across to the people in charge of hiring. From "20 Things You Should Never Do" to a "Would You Hire You?" test, *This Is How to Get Your Next Job* helps readers show hiring managers who they are and why they're the perfect fit for the job they seek.

Who's got your back

by Alan Weiss , Omar Kham

Barcode # 065088

The title Who's Got Your Back relates to The people you monitor, develop, and coach protect you and the company through their skills .. People who are committed, don't hide, don't shun responsibility, and who can be relied upon in good times and bad. We need to measure their work, observe their behaviour, and reward them accordingly. Organisations and leaders don't effectively measure performance so they're at a loss as to how to improve it. They measure the wrong things or measure the right things incorrectly. This is why so many organizations endure mediocre performance while the preponderance of the employees are rated above average and excellent. This book provides the pragmatics for why you must measure, what you must measure, and how to do so accurately with business growth as the objective.

The big book of team coaching games

by Mary Scannell, Mike Mulvihill and Joanne Schlosser

Barcode # 065083

Teams that enjoy working together operate on a whole different energy level than teams that don't. They break down silos. They build stronger relationships. They retain what they have learned. And THEY DRIVE RESULTS.

The Big Book of Team Coaching Games provides the structure and games you need to build and manage powerful teams. Packed with dozens of physical and verbal activities, it leads you step-by-step through the process of teaching team members how to identify their values, leverage their strengths, and reach their goals--and have fun while they're doing it!

Nothing can stop the momentum of a team that wants to get things done. *The Big Book of Team Coaching Games* is the ideal playbook for making sure your teams contribute more than their share to the bottom line.

Quick Books 2013

by Laura madeira

Barcode # 065087

Whether you're an entrepreneur, accountant, or bookkeeper, this comprehensive guide will help you get the most out of QuickBooks 2013: more productivity, more business knowledge, and more value! Drawing on her unsurpassed QuickBooks consulting and

accounting experience. Laura Madeira delivers step-by-step guides and practical checklists for taking total control over business finances and improving everything from planning to reporting and payroll to invoicing.

Small Business for Big Thinkers

by Cynthia Kay

Barcode #065060

A small business is not just a scaled-down version of a big one. In fact, some of the strategies that work well for larger companies may actually be completely irrelevant for smaller firms.

SMALL BUSINESS FOR BIG THINKERS offers unconventional but, proven, strategies to run a better small business. It, also, provides a roadmap for owners looking to expand their small businesses by doing more business with Big Business.

Achieving HR Excellence through six sigma

by Daniel Bloom

Barcode # 064974

Although world-class firms like GE and Motorola have relied on Six Sigma to build their performance cultures, these processes are all too often left out of human resources (HR) functions. This lack of Six Sigma principles is even more surprising because preventing errors and improving productivity are so critical to the people management processes of hiring, retention, appraisal, and development.

From the history and evolution of the Total Quality movement to initiatives for introducing a Six Sigma continuous process improvement strategy in your HR department, **Achieving HR Excellence through Six Sigma** introduces a new way to envision your role within the organization. It explains how this powerful methodology works and supplies a roadmap to help you find and eliminate waste in your HR processes.

Creativity and Strategic Innovation Management

by Malcolm Goodman and Sandra Dingli

Barcode # 065090

Many organizations in both the private and public sector are confronted with stiff challenges as they face rapid changes in the business environment. Understanding the causes of these changes is essential if organizations are to fashion suitable management responses. In a highly competitive and globalized scenario, business creativity provides the spark that fosters the development and implementation of innovation and organizational change.

Personalisation for Social Workers

by Jenni Burton, Thomas Toscano

Barcode # 065091

Personalisation remains a huge talking point in the world of social care. This timely book addresses the tensions, opportunities and challenges faced by social workers attempting to implement personal funding and support. Written by three academics with extensive first hand experience of supporting people in personalised ways, the book highlights the ethical dilemmas and complexities of frontline practice and is grounded in a pragmatic and creative approach to personalisation.

The oxford Handbook of Strategics Sales and Sales Management

by David W.Cravens, Kenneth Le Meunier-Fitzhugh , Nigel F. Piercy

Barcode # 065078

The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management. Sales theory is experiencing a renaissance driven by a number of factors, including building profitable relationships, creating/delivering brand value, strategic customer management, sales and marketing relationships, global selling, and the change from transactional to customer relationship marketing. Escalating sales and selling costs require organizations to be more focused on results and highlight the shifting of resources from marketing to sales. Further the growth in customer power now requires a strategic sales response, and not just a tactical one. The positioning of sales within the organization, the sales function, and sales management are all discussed.

Retail and Chanel Marketing

by Sandro Castaldo, Monica Grosso, Katia Premazzi

Barcode # 065086

This text, written for graduate and postgraduate students, investigates the current trends in channel management from both the distributors' and the manufacturers' perspectives. Retail trends, marketing and innovation, e-commerce, channel marketing and multi-channel management, are comprehensively covered, alongside theoretical and managerial issues. Business cases, as well industry data and insights, are effectively used to illustrate key concepts in retail and channel marketing. Key features: Managerial examples through short practical cases Theoretical insights in boxes for further investigation Main research evidences highlighted in a chapter summary Questions that can be used to promote discussion or set as an assignment Specified learning objectives Detailed glossary This detailed text is ideal for courses introducing the channel and retail marketing domain to graduate marketing and management programmes.

Way of the Wealthy

by Joghnn Hanna & Timothy Marlowe

Barcode # 065066

This book is about wealth and how to create it. If you sincerely follow these simple principles, your life is about to change. You may have heard that before and been disappointed, because there are vast numbers of teachers and books on wealth creation making the same claims that exercise products do - that is, the results will be effortless, immediate, and you won't have to change or work or even think very much to get them. We all know that's nonsense, playing on our hopes and fears, but it just seems so irresistible. So we try, but the books end up on the shelf and the magical exercise machine gathers dust in the garage, and all that changes is our courage, and our belief that we deserve more. So what makes this book any different? Three things. First of all, we knew that if it was just another dense mass of financial charts, investment projections, and other incomprehensible data, those who need it wouldn't read it, and those who knew it wouldn't need it. If it isn't clear, people won't do it, and neither would we. So we didn't write that book. Secondly, we appreciate that the single most important factor in any real and lasting transformation is... you. If you don't change, all the knowledge in the world won't change your life, so we address both; not only the practical steps that will increase your wealth no matter what level you're at now, but also principles and exercises that will have a profound effect on who you are and what you feel you deserve from the world - the doing and the being. This is not a book you read, but a book you live. Finally, this knowledge does not come from us alone. It is the result of over 70 combined years of diligent research and personal experience, with the guidance of all the inspired masters of the past and present we have been privileged to learn from, meet, or work with. This wisdom has stood the test of time, has proven its value, and it is deeply satisfying to help others gain quickly what took us so long to learn. Albert Einstein said, "If I see far, it is because I stand upon the shoulders of giants," and so do we.

What color is your parachute?

by Richard N.Bolles

Barcode # 065080

In today's challenging job-market, the long-trusted guidance of *What Color Is Your Parachute?* is needed more than ever. Published in 22 languages and 26 countries, and with over 10 million copies sold, *What Color is Your Parachute?* has helped millions discover their unique gifts, skills, and interests and land a job—even in hard times.

This 2014 edition of "[one of] the 100 best and most influential [nonfiction books] written in English since 1923," according to TIME.com, is refreshed with up-to-the-minute statistics, job-field analyses, and advice on social media and search tactics (including Facebook, LinkedIn, Twitter, Skype, Yelp, and YouTube). However, *Parachute's* core message remains intact: WHAT, WHERE, and HOW.

The Truth about getting the best from people (second edition)

by Martha Finney

Barcode # 065122

In the Second Edition of the successful book, *The Truth About Getting the Best From People*, Martha Finney shares over 60 proven principles for achieving employee engagement one-hundred percent of the time. This new edition features more than 15 new truths including: managing virtual teams, building persuasive skills, tuning into your own unconscious biases, managing multiple generations, and identifying and cultivating individual high performers.

How to recruit (& Retain) The Right Staff

by Graham Martin

Barcode # 065061

Despite challenging economic times, the UK & USA currently face severe skills shortages; a recent survey stated that 85% of business said that their inability to recruit the 'right' staff was their number one challenge. The sad fact is that whilst many organisations may officially state that "our staff are our greatest asset", many employers put more time & effort into the purchase of a new company car than they do into the recruitment of new or replacement staff! Whilst the average UK salary is approx £28,000; the overall annual cost including taxes, training and holiday cover are estimated at nearer £40,000! Add the costs associated with a recruitment campaign and the importance of getting it right first time become evident. With only 9% of employees currently in their dream job and at any given time an estimated 42% of staff actively considering a change of job, it is clear that, in the UK at least, we're not very good at what is obviously a poorly delivered business function; effective recruitment. Written primarily for the private sector this book aims to provide simple, yet exceptionally powerful recruiting strategies for non-HR managers. In it you will find essential advice on how to recruit more effectively, both using recruitment agencies and on your own. Tips on how to retain the right staff are provided. Graham Martin has been at the 'sharp end' of recruitment for over 25 years and has recruited nearly 1700 people for client organisations and has sat in front of nearly 2000 managers, directors or business owners discussing their recruitment needs. This, Graham's first book is the distillation of his experience in recruitment from an employers perspective. "Having engaged Graham Martin to recruit office juniors to finance and marketing managers for nearly 20 years I am fully aware that he knows what he's doing! His book guides business managers through the labyrinth of recruitment in easy to understand steps. A useful little book that makes so much sense" Clive M Coote MD Vertical Leisure UK

Maximum Influence (Second Edition)

by Kurt W. Mortensen

Barcode # 065000

Salespeople, consultants, managers, executives, entrepreneurs. . . Influence is a crucial tool for absolutely anyone seeking success and prosperity. But how can everyday people actually become more influential? Maximum Influence unlocks the secrets of the master influencers. Now in an all-new edition, the book combines scientific research with real-world studies, presenting the most authoritative and effective arsenal of persuasion techniques ever.

Author and renowned expert Kurt Mortensen reveals the 12 Laws of Persuasion, explaining why each law works, how to use it, and what to avoid. You will learn about the law of dissonance, the law of contrast, the law of expectation—and nine other proven principles that consciously and unconsciously propel people to act.

Managing Others Teams and Individuals

Barcode # 065058

The experts' guide to how to manage and work with the people and teams you are responsible for. Here are the checklists compiled by the CMI's experts on the aspects that are most crucial to getting the most from those you have to manage and work with, on such topics as:

Get the right people and get the people right, Team briefing, Effective verbal communication with groups, Facilitating, Developing trust, Empowerment, Successful delegation, Setting SMART objective, Motivating the demotivated, Managing the plateaued performer, Motivating staff in a time of change, Coaching for improved performance, Managing conflict, Managing the bully.

It is all here, from the basics to the more nuanced and difficult to get right, and included among the essential checklists are profiles of leading management thinkers on key topics.

Starting Up and Online Business

by Heather Morris

Barcode # 064970

This book is for those either starting a small business online or for an existing business owner looking to reach the growing number of online shoppers. It outlines basic business strategies, tools and resources needed to run a business online in addition to the security considerations and legal obligations for small businesses. Readers will learn how to build and manage a website from scratch with an emphasis on using an all-in-one Internet and web hosting service to create a secure and easy-to-navigate e-commerce site. As online marketplaces continue to be a good platform for existing and new business people to market and sell products, ebay.co.uk and Amazon.co.uk marketplace are explored in two separate chapters.

Effective Negotiation

by Ray Fells

Barcode # 064972

Effective Negotiation is a task-oriented and practical resource that provides the skills needed to reach a good agreement. It examines how negotiations work and covers key issues such as trust, power and information exchange. Ray Fells draws on his extensive teaching and research experience to present useful, applicable strategies and advice on managing workplace and business negotiations. Fully revised and updated, this comprehensive second edition boasts new features including chapter summaries, fundamental skills tips and a complete Negotiator's Toolkit. It incorporates up-to-date case studies, new material on mediation and on multiparty negotiations and a new concluding chapter on being an effective negotiator. The companion website, at www.cambridge.edu.au/academic/effective, includes a comprehensive set of lecturer resources, including PowerPoint summaries, negotiation role plays and expanded case material. Effective Negotiation remains an essential resource for students and professionals in the fields of business and management, law, human resource management and employment relations.

Opening Doors to team work & Collaboration

by Judith H.Katz & Frederick A.Miller

Barcode # 064978

Your people might be your organization's greatest assets, but their interactions with one another are what determine the quality and the quantity of their contributions. Few organizations know how to generate the sense of excitement, energy, and shared mission that occurs when people truly join together. This book shows how, describing four simple behavioral keys that fundamentally change how people work together — building greater trust, understanding and collaboration.

Hyper Thinking

by Philip Weiss

Barcode # 064999

Hyperthinking is predicated on the assumption that the single most important skill required to help you and your organization thrive in the age of perpetual change, digital communications and networks is the mind-set of individuals. This includes your values, your ability to learn and ability to adapt to change. After 14 years of experience with leading global companies, author Philip Weiss has developed an approach that pulls together the ingredients needed for the modern executive to both adapt and thrive in this new age. The Hyperthinking model has been developed and tested on teams, clients and the author's networks with great success. The book explains how Hyperthinking can apply to different facets of our lives, starting from our personal experience and our role in society and shows how to adapt better to the new business world. Hyperthinking is a set of values and tools that, used in combination, enable individuals to embrace change develop their creativity and effectively engage in the digital age. It has been tested by a variety of business executives and helped them to understand change, as well as overcome fear or resistance to technology. Philip Weiss offers the perfect antidote to information overload; a wonderful blueprint for personal and organizational innovation; and a set of perspectives to help us all make sense of a fast-changing business environment. Read it and start Hyperthinking!

The working mom Manifesto

by Heather Schuck

Barcode # 065059

The Working Mom Manifesto isn't just another preachy "guru" book. It's an open conversation with a best friend who's walked in their shoes. A friend who will inspire you to re-define success, to take back control of your life, and to create happiness. The Working Mom Manifesto is for those:

- Who love their children without abandon, but feel their lives are slipping through their fingers.
- Who feel "something" is missing, but can't quite find the answers.
- Who wonder if they're "enough" and dare to find the truth.
- Who want more than free time- *but a life with no regrets*.

It's the story of a working mother who stumbled and fell, but had the courage to pick herself back up. It's the story of a mother who transformed her life from disaster to renewal in 12 months. The Working Mom Manifesto is there to hold your hand, lend a shoulder to cry on, and give you the strength to live your best life.

Managers as Mentors

by Chip R. Bell & Marshall Gold Smith

Barcode # 065035

Managers As Mentors is a rapid-fire read and a provocative guide to helping associates grow and adapt in today's tumultuous organizations. This new edition has been thoroughly revised and updated. Chip Bell and Marshall Goldsmith place increased emphasis on the mentor as a learning catalyst for the protege rather than someone who simply hands down knowledge—crucial for younger workers who prize growth opportunities even more than prior generations and who tend to distrust hierarchy.

As with previous editions there is a fictional case study of a mentor-protege relationship running through the book, but this is augmented with six actual case studies of top CEOs from organizations like The Nature Conservancy and Bloomin' Brands, who relate key mentoring experiences in their lives. The new chapters cover topics like the role of mentoring in spurring innovation and mentoring a diverse and dispersed workforce accustomed to interacting and getting information digitally. Also new to this edition is The Mentor's Toolkit, six resources to help in developing the mentor-protege relationship. This hands-on guide takes the mystery out of effective mentoring, teaching leaders to be the kind of confident coaches integral to learning organizations.

How to sell to retail

by Clare Rayner

Barcode # 065034

Are you ready to take your business to the next level? If you've got a product to sell there's only so much growth you can sustain by selling directly to end users. The ultimate key to really developing your business into a bigger enterprise is to get it sold by retailers. But how do you convince a cautious retailer and give a great outward impression of your business, big or small? Working through a series of 5 logical sections broken down into 12 steps, **How to Sell to Retail** will teach you how to look big, plan big, pitch big, get big and stay big though successfully selling to retailers.

The social Employee

by Cheryl Burgess

Barcode # 065036

What to say when things get tough

by Leonard S.Greenberger

Barcode # 065098

Leonard S. Greenberger is a partner at one of today's most successful public relations firms. In *What to Say When Things Get Tough*, this seasoned expert offers verbal and nonverbal skills for handling communication crises in any public forum.

"This book is one of the best guidebooks on the practice of public relations that I have seen." -- Jim Owen, Executive Director, Member Relations, Edison Electric Institute

"If you want to learn why PowerPoint is a very poor way to present, why empathy works wonders, how positive messages, eye contact, and the right facial expressions can add up to make you overwhelmingly effective--or not--then this book is for you." -- Ari Weinzwieg, cofounder and founding partner, Zingerman's, and author of **Zingerman's Guide to Giving Great Service** and **Zingerman's Guide to Good Leading**

"Every business professional should have a copy on the shelf and pull it down whenever a tough situation presents itself." -- Win Porter, President, Waste Policy Center, former Assistant Administrator for Solid Waste and Emergency Response, U.S. Environmental Protection Agency

Group Coaching

by Ro Gorell

Barcode # 065094

Group Coaching is everything you need to run successful coaching sessions effectively. Based on 20 years of HR, consulting and practical coaching experience, this book offers tools, tips, ideas, different perspectives and easy-to-use templates. Group coaching on its own is a powerful tool and when linked to your talent strategy becomes the means to optimize collective talent in any organization.

The values Driven Organization

by Richard Barrett

Barcode # 065097

Based on significant new research from multiple sources, Richard Barrett creates a compelling narrative about why values-driven organizations are the most successful organizations on the planet. According to Barrett, understanding employee's needs—what people value—is the key to creating a high performing organization. When you support employees in satisfying their needs, they respond with high levels of employee engagement and willingly bring their commitment and creativity to their work.

This book updates and brings together in one volume, two of Richard Barrett's previous publications, *Liberating the Corporate Soul* (1998) and *Building a Values-Driven Organisation* (2006), to provide a reference manual for leaders and change agents who wish to create a values-driven organization. The text provides both a leadership approach, and a language, for organizational transformation and culture change that incorporates concepts such as cultural entropy, values alignment and whole system change.

With an updated set of cultural diagnostic tools and a wide range of new and exciting case studies on culture and leadership development, *The Values-Driven Organization* will be essential reading for students, researchers and practitioners in the fields of organizational change, leadership and ethics.

Strategic Public Relations Leadership

by Anne Gregory and Paul Willis

Barcode # 065065

Public relations is operating in an increasingly challenging and complex environment. Pressures from outside the organisation include new accountabilities, empowered stakeholders, increased public cynicism and a new communication landscape. Internally, there are increasing demands to demonstrate a return on investment, alongside a requirement to coach and counsel senior managers exposed to these environmental pressures.

This context requires public relations professionals to be able to clearly articulate and demonstrate their own contribution to organisational effectiveness. This textbook provides public relations leaders with a framework to do this, as well as a checklist of essential capabilities which they must acquire and exhibit if they are to operate at the highest levels of any organisation.

This short textbook is suitable for aspiring practitioners, MBA and other masters qualifications in public relations - especially for those students who wish to pursue a successful career as a professional PR specialist able to operate strategically at the top of successful organisations.

Strategic Customer Management

by Adrian Payne and Pennie Frow

Barcode # 065084

Relationship marketing and customer relationship management (CRM) can be jointly utilised to provide a clear roadmap to excellence in customer management: this is the first textbook to demonstrate how it can be done. Written by two acclaimed experts in the field, it shows how an holistic approach to managing relationships with customers and other key stakeholders leads to increased shareholder value. Taking a practical, step-by-step approach, the authors explain the principles of relationship marketing, apply them to the development of a CRM strategy and discuss key implementation issues. Its up-to-date coverage includes the latest developments in digital marketing and the use of social media. Topical examples and case studies from around the world connect theory with global practice, making this an ideal text for both students and practitioners keen to keep abreast of changes in this fast-moving field.

Business Efficiency for Dummies

by Marina Martin

Barcode # 064988

Proven tools and techniques to improve business efficiency In today's competitive environment, it's the businesses with the right set of tools and technologies that get ahead, while others are left in the dust. Business Efficiency For Dummies provides you with practical, useful information on how to run a more effective business while saving time and money in the process. Analyzing the world's most effective companies and aimed at top-level business owners and managers, Business Efficiency For Dummies provides the foundation all companies can build upon. You'll discover how to take an objective view of your company's current processes and procedures; what to consider when evaluating analysis tools like Six Sigma, Lean, 5S, and Balanced Scorecard to get your company buttoned up and streamlined; how to audit your company's accounting procedures to rein in and control your AP and AR departments; how to train employees to work more efficiently; how to bring efficiency into the future; and much more. Find out how to stay afloat in the current economy Discover affordable, approachable methods for streamlining business practices for greater profit Employ the latest tools and technologies to maximize business efficiency The tools and techniques described in Business Efficiency For Dummies are indispensable for business leaders and managers looking to identify weaknesses and improve business productivity and profit.

Essentials of Strategic Management (Third Edition)

by Gamble / Thompson / Peteraf

Barcode # 065085

Strategic Planning for Public Relations (4th edition)

by Ronald D. Smith

Barcode # 065089

This innovative and popular text provides a clear pathway to developing public relations campaigns and other types of strategic communication. Implementing the pragmatic, in-depth approach of the previous editions, author Ronald D. Smith presents a step-by-step unfolding of the strategic campaign process used in public relations practice. Drawing from his experience in professional practice and in the classroom, Smith walks readers through the critical steps for the formative research, strategic and tactical planning, and plan evaluation phases of the process.