

Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of SUCCESS

By Jeffrey Gitomer

Every business winner has one thing in common: a YES! Attitude that's powerful enough to help them achieve the impossible! When you've got a YES! Attitude, you assume everything will start with "YES!" ...and you'll find a way to "YES!" even when the first, second, and third answer you hear is "NO!" You say you weren't born with a YES! Attitude? No problem! Jeffrey Gitomer will give you all the tools you need to build one. As the world's #1 expert in selling (and the author of the best-sellers **Little Red Book of Selling** and **Little Red Book of Sales Answers**.) Gitomer knows more about attitude than anyone. Now he's brought those lessons together in a book you can read in one sitting... a book that'll change your life! What makes this book unique? It's not just "inspiration": it's a complete, step-by-step, fully-integrated game plan for understanding and mastering your attitude. You'll learn 7.5 specific things you can do to maintain your intensity, drive, and commitment... discover 20.5 "attitude gems" that capture the value of thousands of dollars of books and courses... learn how to overcome the 10.5 most dangerous "attitude busters"... then learn how to maintain your YES! Attitude every day, for the rest of your life! Don't just read this book once: study it, live it -- and win!

[Click Here](#) to read more.



Influencer: The Power to Change Anything

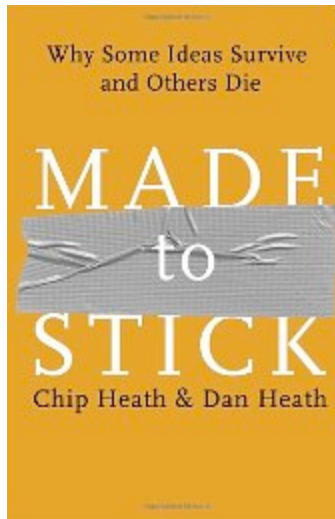
By Kerry Patterson, Joseph Grenny, David Maxfield , Ron McMillan , Al Switzler

An influencer motivates others to change. An influencer replaces bad behaviors with powerful new skills. An influencer makes things happen.

This is what it takes to be an influencer.

Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We develop complicated coping strategies when we should be learning the tools and techniques of the world's most influential people.

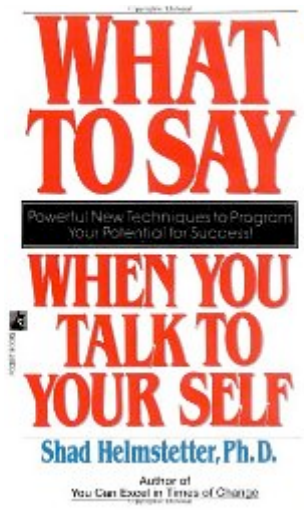
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Made to Stick: Why Some Ideas Survive and Others Die
By Chip Heath and Dan Heath

Mark Twain once observed, “A lie can get halfway around the world before the truth can even get its boots on.” His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly. Meanwhile, people with important ideas—business people, teachers, politicians, journalists, and others—struggle to make their ideas “stick.”

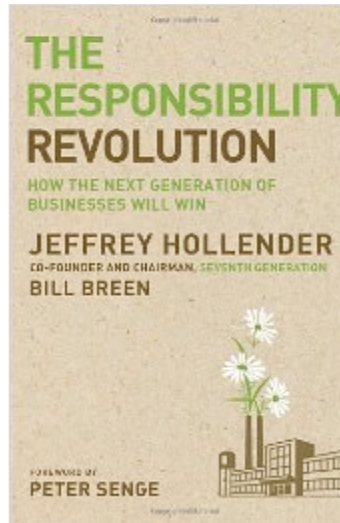
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What to Say When you Talk To Yourself By Shad Helmstetter

You don't have to be crazy to talk to yourself! We all talk to ourselves all of the time, usually without realizing it. And most of what we tell ourselves is negative, counterproductive and damaging, preventing us from enjoying a fulfilled and successful life. Shad Helmstetter's simple but profound techniques, based on an understanding of the processes of the human brain, have enabled thousands of people to get back in control of their lives. By learning how to talk to yourself in new ways, you will notice a dramatic improvement in all areas of your life. You will feel better and accomplish more. It will help you achieve more at work and at home, lose weight, overcome fears, stop smoking and become more confident. And it works. Shad Helmstetter, Ph.D, is a bestselling author of many personal growth books, and the leading authority in the field of Self-Talk.

[Click Here](#) to read more.



The Responsibility Revolution: How the Next Generation of Businesses Will Win
By Jeffrey Hollender, Bill Breen and Peter Senge

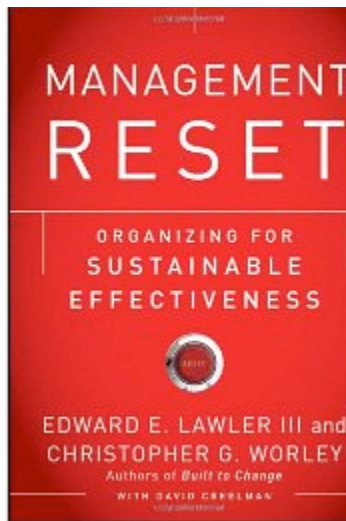
How to create a company that not only sustains, but surpasses-that moves beyond the imperative to be "less bad" and embrace an ethos to be "all good"

From the Inspired Protagonist and Chairman of Seventh Generation, the country's leading brand of household products and a pioneering "good company," comes a one-of-a-kind book for leaders, entrepreneurs, and change agents everywhere. *The Responsibility Revolution* reveals the smartest ways for companies to build a better future-and hold themselves accountable for the results. Thousands of companies have pledged to act responsibly; very few have proven that they know how. This book will guide them. *The Responsibility Revolution* presents fresh ideas and actionable strategies to commit your company to a genuine socially and environmentally responsible business and culture, one that not only competes but wins on values.

- Points the way for innovators and influencers to generate trust by becoming transparent, elicit people's passion and creativity, turn customers into collaborators, transform critics into allies, rewrite the rules and reinvent business
- Shows how to build a socially and environmentally responsible yet genuinely good company and an authentic brand
- Drawing on groundbreaking interviews with real-world change leaders, Hollender and Breen present lessons and insights from the "good company" parts of big companies like IBM and eBay, trailblazers like Patagonia and Timberland, and emerging dynamos like Linden Lab and Etsy

The Responsibility Revolution equips people with the tactics, models, and mind-sets they need to compete in a world where consumers now *demand* that companies contribute to the greater good.

[Click Here](#) to read more.



Management Reset: Organizing for Sustainable Effectiveness
By Edward E. Lawler III, Christopher G. Worley and David Creelman

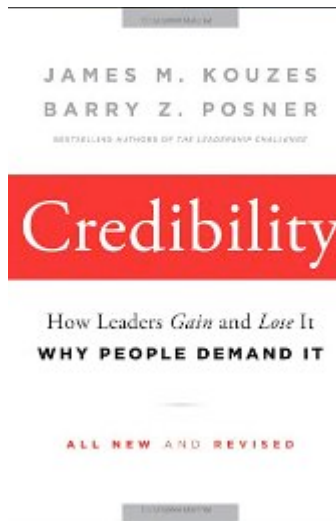
Provocative new management principles and practices that create effective organizations for shareholders and society

Management experts Lawler and Worley have developed a set of management principles that enable organizations to be both successful and responsible. Existing command & control and high-involvement management styles depend too much on stable conditions and focus too narrowly on economic outcomes. They convincingly argue that we need to "reset" our approach to management to one that fits today's demanding business environment. Starting with a change in how success is measured and a more realistic view of risk, Lawler and Worley take us through how strategy, governance, organization structure and talent should be managed. The result is an organization that can reliably produce financial, social, and ecological results.

- Includes illustrative lessons from Microsoft, Cisco, Netflix, DaVita, Starbucks, Nokia, and the U.S. Secret Service
- Offers clear prescriptions for managers who want to organize for sustainable performance effectiveness
- Lawler and Worley are the authors of the bestselling *Built to Change*

Lawler and Worley outline why and how the current practice of management must change in order for organizations to achieve sustained organizational effectiveness.

[Click Here](#) to read more.



Credibility: How Leaders Gain and Lose It, Why People Demand It (J-B Leadership Challenge: Kouzes/Posner)

By James M. Kouzes and Barry Z. Posner

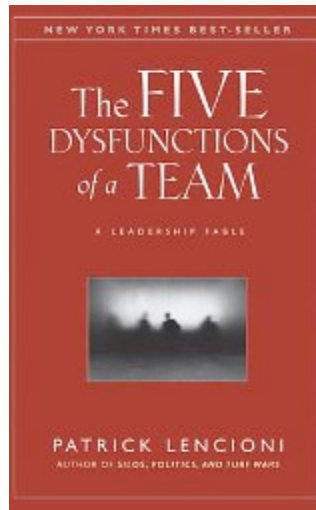
The first true revision of the classic book from the bestselling author of *The Leadership Challenge*

As the world falls deeper into economic downturns and warfare, the question of credibility (how leaders gain and lose it) is more important than ever. Building on their research from *The Leadership Challenge*, James Kouzes and Barry Posner explore in *Credibility* why leadership is above all a relationship, with credibility as the cornerstone, and why leaders must "Say what you mean and mean what you say." This first full revision of the book since its initial publication in 1993 features new case studies from around the world, fully updated data and research, and a streamlined format. Written by the premier leadership experts working today, *Credibility*:

- Reveals the six key disciplines that strengthen a leader's capacity for developing and sustaining credibility.
- Provides rich examples of real managers in action
- Includes updates to the applications and research

This personal, inspiring, and genuine guide helps you understand the fundamental importance of credibility for building personal and organizational success.

[Click Here](#) to read more.



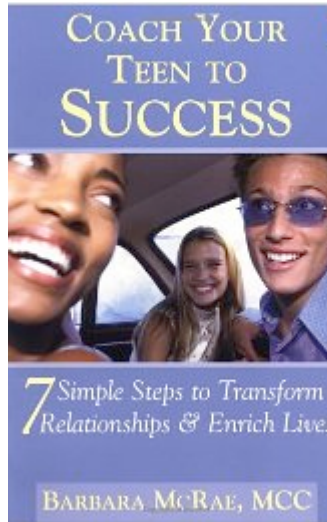
**The Five Dysfunctions of a Team: A Leadership Fable (J-B Lencioni Series)
By Patrick Lencioni**

In *The Five Dysfunctions of a Team* Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams.

Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight.

Throughout the story, Lencioni reveals the five dysfunctions which go to the very heart of why teams even the best ones-often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a powerful yet deceptively simple message for all those who strive to be exceptional team leaders.

[Click Here](#) to read more.



Coach Your Teen to Success: 7 Simple Steps to Transform Relationships and Enrich Lives
By Barbara McRae

In this age of high-anxiety parenting, it's essential to be equipped with modern and proven parent-teen coaching techniques. Teens improve their life coping and decision-making skills, and build on their strengths to experience a positive future. Parents feel less heartache and more confident as they accelerate their teen's progress into healthy and happy adulthood. Coach Your Teen to Success shows you how in 7 Simple Steps. Plus, you'll discover:

- 10 unique characteristics today's teens display
- The top three pitfalls to successful parenting
- 7 conversation deepeners you can use right away
- Top 8 things teens want from their parents that almost none get
- Solutions to your greatest teen challenges

[Click Here](#) to read more.



Switch: How to Change Things When Change Is Hard
By Chip Heath and Dan Heath

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives?

The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems—the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort—but if it is overcome, change can come quickly.

[Click Here](#) to read more.