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it s high time for businesses to replace complexity with common sense argues corporate guru jack trout in this impassioned yet practical guide the best selling author of the classic positioning shows managers how to banish jargon articulate their vision simplify processes and refocus on core issues all without expensive consultants and money wasting programs filled with interviews and case studies exemplary and otherwise this book throws a life jacket of reality to readers who are drowning in management fads and wondering why business isn t better

renowned marketing expert and best selling author jack trout has a message for managers who are struggling to keep up with today s ever changing business climate keep it simple in this paperback edition of the power of simplicity trout advocates the importance of paying attention to the basics and simplifying processes in order to stay focused on the core business at hand through case studies and interviews with successful executives he shows managers how to cut through jargon articulate their vision and regain control of the vital elements of their business in order to make it thrive according to trout the things that propose to streamline companies like the ubiquitous mission statements often end up bogging down operations by introducing unnecessary complexity where a straightforward approach may be more effective trout cites southwest airlines intel and kohl s department stores among others as successful companies that have rejected showy trappings in favor of

simplification

presents guidelines that show managers how to cope with complexities by focusing on essentials in areas such as management leadership marketing long term planning and motivation

examines the nation s twelve biggest challenges including the right to life income tax codes restoring the american family and more and discusses how and why big government continues to evade key issues that ultimately blocks attempts to make the country strong

with an increasing accessibility to social networking tools the development of 2 0 and the emergence of virtual worlds social computing crosses cultural boundaries to join people in the digital landscape social computing concepts methodologies tools and applications uncovers the growing and expanding phenomenon of human behavior social constructs and communication in online environments this multiple volume publication presents the latest research on social change evolving networks media and interaction with technology to offer audiences a comprehensive view of the impact of social computing on the way cultures think act and exchange information

find out what separates great managers from the rest a great manager approaches the job with a set of skills and attitudes that can guarantee success no matter the industry or organization but most of today s managers face myriad tough challenges that can jeopardize their careers and wreak havoc on the bottom line bestselling author and sales expert tim connor offers a unique look at 81 challenges that thousands of managers face every day including learning how to delegate setting and reaching goals hiring the right employees and keeping it all in balance he gives managers at all levels the insight to figure out what mistakes are holding them back and the tools to fix them once and for all 81 challenges smart managers face gets to the heart of the key issues in any workplace and shows managers how to bring out the best in themselves their employees and their companies tim connor bestselling author of soft sell and nearly 60 other books has been a full time speaker and trainer for over 30 years since 1973 he has given over 4 000 presentations in 21 countries around the world on sales motivation management supervision and relationships

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provides access to current articles about marketing selected from magazines newspapers and journals

discusses strategies for entrepreneurial success and ways to come up with new ideas for business

good sales is much closer to customer service than persuasion the relationship oriented

consultative seller helps clients better meet their needs celebrate selling the relationship consultative way brings you 10 experts from around north america who will show you how to build relationships in sales while acting as a consultant rather than a vendor

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