The success or failure of your business depends on the success or failure of your marketing efforts. If you can identify what your customers want, need, and can afford—and then give it to them—you will achieve outstanding results.

Filled with Brian Tracy's trademark wisdom, this indispensable guide contains 21 powerful ideas you can use to immediately improve your strategic marketing results. You'll discover how to:

- Build your customer base
- Set yourself apart from the competition
- Answer three crucial questions about any new product or service
- Use market research and focus groups to fuel better decisions
- Fulfill a basic emotional need for buyers
- Determine the correct price point for your offerings
- Become truly customer-focused
- Make the most of your distribution channels
- Master the concepts of specialization, differentiation, segmentation, and concentration
- Give customers a reason to switch from your competitors
- And more

Packed with time-tested marketing strategies, this practical and portable book shows you how to overcome the competition, increase sales and profitability, and dominate your market niche.
ABOUT THE AUTHOR

BRIAN TRACY is the Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. One of the top business speakers and authorities in the world today, he has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the United States and more than 60 countries worldwide. He has written 55 books and produced more than 500 audio and video learning programs on management, motivation, and personal success.
DESCRIPTION

Sun Tzu's ancient *The Art of War* has inspired military, political, and business leaders across the world with its brilliant strategies for prevailing against opponents. At the core of this classic treatise is the message that sledgehammer approaches can backfire, and size alone does not guarantee wins. Strategy, positioning, planning, leadership—all play equally significant roles, making Sun Tzu's teachings perfect for small business owners and entrepreneurs entrenched in fierce competition for customers, market share, talent . . . for their very survival.

*The Art of War for Small Business* is the first book to apply Sun Tzu's wisdom to the small business arena. Featuring inspiring examples of entrepreneurial success, the book's 12 timeless lessons reveal how to:

- Choose the right ground for your battles
- Prepare without falling prey to paralysis
- Leverage strengths while overcoming limitations
- Strike competitors' weakest points and seize every opportunity
- Focus priorities and resources on conquering key challenges
- Go where the enemy is not
- Build and leverage strategic alliances

Big companies may deploy overwhelming forces, but small companies can outsmart, outmaneuver, and outstrategize larger adversaries to capture crucial sectors, serve unmet needs, and emerge victorious.

**ABOUT THE AUTHOR**

BECKY SHEETZ-RUNKLE is a strategic marketer, speaker, and martial artist. She is the author of *Sun Tzu for Women*. 
The old definition of operational excellence is a relic. Our world is too complex, too interconnected, and too fast-moving for organizations to achieve dramatic results simply by eliminating waste and increasing standardization. After all, no company ever cut their way to sustainable growth.

True operational excellence is not about "lean" or six sigma or any other methodology. Operational excellence is a mindset, and it achieves breakthrough results. It requires a company culture that questions current models and focuses on adding value, making improvements, and increasing speed. Operational excellence is about finding money and performance boosts in areas businesses don't normally look. *Redefining Operational Excellence* covers it all--processes, people, and operations--and shares specific strategies to:

- Drive innovation and collaboration
- Engage customers
- Attract and retain top people
• Align strategy and execution

• Optimize speed

• And more

Operational excellence is the relentless pursuit of doing things better. This revelatory guide presents a groundbreaking way of doing things that will benefit organizations and their customers.

ABOUT THE AUTHOR

ANDREW MILLER is an operations expert whose clients include the Bank of Nova Scotia, McKesson Canada, 3M Canada, Mount Sinai Hospital, and other world-class institutions. Before starting his firm in 2006, he held senior consulting positions with IBM Business Consulting Services and PricewaterhouseCoopers Consulting.
DESCRIPTION

From managing the phones, coordinating meetings, and preparing presentations to planning events, crafting clear business communications, and deciphering legal documents, administrative assistants need to be everything to everyone, all the time.

Long the gold standard for office professionals seeking to improve their performance and enhance their value to employers, this comprehensive guidebook is the definitive source of information on topics including:

Creating graphics, charts, and presentations ● Microsoft Word, Excel, Outlook, and Publisher ● Web conferencing ● Electronic and paper filing systems ● Recordkeeping ● Research skills ● Travel arrangements ● Meeting planning and management ● Business math ● Computer and software troubleshooting ● And much more

Extensively updated, the fifth edition of the Administrative Assistant’s and Secretary’s Handbook contains new information on Windows 8, Microsoft Office 2013, Apple OS, mobile computing, data security, Google Calendar, Google Drive, Google Docs, and Microsoft Web Applications.
Today’s administrative jobs are demanding and constantly changing. The latest edition of this best-selling guide will help professionals everywhere come out on top.

ABOUT THE AUTHOR

JAMES STROMAN has worked as an executive assistant to an army general, a governor, and the owner of an NFL football team. KEVIN WILSON is Vice President of Videologies, Inc., a company that specializes in training administrative professionals in Fortune 500 companies. JENNIFER WAUSON is President of Videologies, Inc.