7 Secrets of Persuasion
Leading-Edge Neuromarketing Techniques to Influence Anyone

James C. Crimmins, PhD

“Jim Crimmins explains what really drives human behavior. For anyone who hopes to influence what people do or what they buy, Jim’s book is required reading.”

—Keith Reinhard, chairman emeritus of DDB Worldwide and a member of the Advertising Hall of Fame

7 Secrets of Persuasion is the first book to take the latest scientific insights about the mind and apply them to the art of persuasion. It directly translates the revolution in neuroscience that has occurred over the last 40 years into practical new techniques for effective persuasion. Whether your goal is to persuade one person—a husband, child, or boss—or the millions who might purchase an Apple Watch or a Budweiser, 7 Secrets of Persuasion will show you how to:

* Unearth the motivation that actually changes a behavior like smoking, voting, or buying, even if the person(s) doesn’t know why they do what they do.
* Tap into the mental process that gives religious symbols, political symbols, and commercial logos their power.
* Make a promise that is delayed, uncertain, and rational more compelling by making it immediate, certain, and emotional.
* Transform your candidate, service, or product into the one people want to buy by utilizing what psychologists call the “fundamental attribution error.”

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36 Images/Diagrams/Charts

Secrets of Power Negotiating
Roger Dawson
EAN 978-1-60163-139-8
$16.99 (Can. $19.50)

Put Your Intuition to Work
Lynn A. Robinson
EAN 978-1-63265-055-9
$15.99 (Can. $19.95)

James C. Crimmins has been a professional persuader for 27 years, mainly as chief strategic officer of DDB Chicago and a worldwide brand planning director with clients such as Budweiser, McDonald’s, State Farm, and Betty Crocker. He has earned a PhD in sociology and a master’s degree in statistics, and has taught integrated marketing communication at Northwestern University’s Medill School. Crimmins combines his scientific, professional, and academic background to explain how the revolution in mind science changes the conventional wisdom of influence and can make anyone a more successful persuader.
Described by business leaders as an advisor, mentor, coach, and highly trusted business partner, Scott Cochrane’s passion is to help organizations move to revolutionary thinking. He is widely known for challenging the status quo, asking why not, and igniting a spirit of bold thinking and accelerated growth in companies across the globe. Cochrane’s “Bold Mind” approach has convinced presidents, CEO’s, senior leaders, and executive boards of organizations across the globe—including Accenture, Amadeus, Cisco, Danone, HP, ING, Shell, and Tech Data—to engage his speaking, coaching, and advisory services. He works internationally and lives in Boynton Beach, Florida.

Too many companies limit their strategic thinking by focusing on what they already know how to do. Executives are expected to set concrete objectives and create detailed, step-by-step plans to reach them. This approach may satisfy short-term considerations like quarterly earnings reports, but it produces modest innovation and evolutionary development at best. As a result, the business can find itself in a performance plateau that it cannot seem to break out of.

In Your Creative Mind, you will discover an entirely different approach to the creative process. You will learn:

- How to catapult your company out of a performance plateau and into dynamic growth, expansion, and market leadership.
- How to move beyond classic groupthink and unleash your true creative power.
- How to become a trend leader and paradigm shifter by harnessing the secrets of the power of creation.
- How to innovate your way into the most beneficial business relationships you can imagine.

Using the practical techniques and steps described in Your Creative Mind will infuse your company with creative power and drive innovation. Break free of business as usual and create the dynamic growth you deserve!
Body Language Secrets to Win More Negotiations
How to Read Any Opponent and Get What You Want

Greg Williams with Pat Iyer

“Greg Williams, the Master Negotiator, could sell ice to Eskimos.”
—Neil Cavuto, Fox Business News Anchor

The success of a negotiation is profoundly affected by how well you read body language. How can you learn to read the subtle clues—many lasting a fraction of a second—that your opponent projects? Body Language Secrets to Win More Negotiations will help you discover what the “other side” is revealing through body language and microexpressions, and how to control your own. It will help you become more adept at leveraging your knowledge of emotional intelligence, negotiation ploys, and emotional hot buttons.

Through engaging stories and examples, Body Language Secrets to Win More Negotiations shows you how to employ a wide range of strategies to achieve your negotiating goals. You will learn:

- How to employ your knowledge of body language to instantly read the other negotiator’s position.
- Insider secrets that will give you an advantage in any negotiation.
- Techniques to overcome common obstacles that hamper your negotiations.

Learning to read and send body language signals enables anyone, anywhere, to gain an advantage in any negotiation, from where to go for brunch to what price to pay for a global corporate acquisition.
How to Protect (or Destroy) Your Reputation Online
The Essential Guide to Avoid Digital Damage, Lock Down Your Brand, and Defend Your Business

John P. David

With virtually nonexistent oversight, the Internet can easily become the judge, jury, and executioner for anyone’s reputation. Digital attacks and misinformation can cost you a job, a promotion, your marriage, even your business. Whether you’ve done something foolish yourself, are unfairly yoked to another’s misdeeds, or are simply the innocent victim of a third-party attack, most of us have no idea how to protect our online reputations.

How to Protect (or Destroy) Your Reputation Online provides a wealth of practical information on how to protect your online reputation and even remove negative content from search results. It will teach you how to:

- Take control of your online voice and build a reputational firewall.
- React and respond to an online attack.
- Understand and manage online reviews.
- Use marketing strategies that will both improve your online reputation and bolster your bottom line.

How to Protect (or Destroy) Your Reputation Online is an indispensable guidebook for individuals and businesses, offering in-depth information about popular review sites like Yelp, TripAdvisor, and Angie’s List. John also shows you how to deal with revenge porn, hate blogs, Google’s “right to be forgotten” in Europe, the business of online complaint sites, even the covert ops of reputation management.

For more than 25 years, John P. David has counseled businesses and executives on strategic communications and marketing issues, from simple publicity campaigns to how to extract a business from the clutches of a multimillion-dollar Ponzi scheme. He has developed a specialty in helping clients facing online attacks because, sadly, anyone can publish negative information online, seemingly without consequence. His strategic communications firm, David PR Group, counsels clients in the areas of marketing, reputation management, and public relations. He frequently writes about communications and strategy for his award-winning blog, and his insights are regularly published on the Huffington Post. He earned a bachelor’s degree in public relations from the University of Florida. David lives in Florida with his wife and two children. You can follow him on Twitter @JohnPDavid.
Positively Resilient
5½ Secrets to Beat Stress, Overcome Obstacles, and Defeat Anxiety

Doug Hensch

What is resilience? Is it just a fancy way to characterize a hopeful, upbeat personality or a positive spirit of never giving up? In Positively Resilient, Doug Hensch aims to take a different look at what turns out to be a much richer and deeper concept than just bouncing back from adversity.

Martin Seligman, considered the father of positive psychology, has likened resilience to clearing the weeds from a rose garden, which can only reach its potential if the weeds are kept in check. Human beings face “weeds” of their own: Layoffs, health issues, stock market crashes, threats of terrorism, and natural disasters are all too common. Americans are busier, more stressed, and more anxious and depressed than they were during the Great Depression.

Based on more than 40 years of research and 20 years of professional experience, Positively Resilient will help you discover:

◆ How any efforts toward personal change can be enhanced using several simple steps.
◆ That being psychologically flexible is critical to thinking through the mountain of information we receive every day.
◆ How to incorporate mindfulness and curiosity into your life.
◆ How our emotions help us to navigate our environment.
◆ Why true support and connection are critical to being resilient.

Also Available:

Simple Is the New Smart
Rob Fazio, PhD
EAN 978-1-63265-029-0
$15.99 (Can. $18.95)

100 Ways to Boost Self-Confidence
Barton Goldsmith, PhD
EAN 978-1-60163-112-1
$14.99 (Can. $18.50)

Doug Hensch is a certified executive coach, consultant, and corporate trainer. He earned a bachelor of arts degree in economics from the University of Pennsylvania and a master of education degree from Temple University. Dr. Martin Seligman, Fox Leadership Professor of Psychology at the University of Pennsylvania, referred to Hensch as one of his “most talented young colleagues.” Dr. Seligman and Hensch worked together to develop a website that helped thousands increase their resilience and well-being. Hensch has created workshops that focus on resilience, strengths, well-being, and goals. He lives and works in Leesburg, Virginia.
The Customer Loyalty Loop
The Science Behind Creating Great Experiences and Lasting Impressions

Noah Fleming

How do you grow a truly sustainable business in the hypercompetitive 21st century? By using the practical, psychology-based strategies in this book to dive into the mind of your customer and enhance your business’s customer experience by creating “buying loops” that keep your customers coming back for more.

The Customer Loyalty Loop includes proven, science-backed secrets for building legions of loyal customers who will become evangelists for your business, buy from you repeatedly, and actually enjoy doing business with you.

You will learn a wide variety of simple but powerfully effective strategies, such as:

- How to stop using gimmicks and trick promotions to encourage repeat business, and what to do instead that will keep your customers coming back for more.
- How to use the “Butler Secret” to achieve results superior to any marketing campaign or promotion you’ll ever dream up.
- Why providing the best customer service isn’t enough anymore, and what you must do instead if you want your business to keep growing in the 21st century.
- The “Bentley Strategy” that will immediately and dramatically increase customer loyalty to your business.
- And many more proven tactics and strategies.

Since 2005, Noah Fleming has helped his clients discover the goldmine of profits hiding right inside their businesses. He is a sought-after business strategy consultant, high-impact speaker, and the author of Evergreen: Cultivate the Enduring Customer Loyalty that Keeps Your Business Thriving (AMACOM).

His firm, Fleming Consulting & Co., is a trusted coaching and consulting source for thousands of business owners, executives, and individuals who want to dramatically grow their businesses. He is routinely quoted and mentioned on mainstream media outlets like the New York Times, Forbes, Reuters, and others. Fleming also writes a blog and publishes his weekly newsletter, The Tuesday Tidbit, for more than 22,000 subscribers. His website is noahfleming.com.

Also Available:

Cashvertising
Drew Eric Whitman
EAN 978-1-60163-032-2
$14.99 (Can. $17.95)

501 Ways to Roll Out the Red Carpet for Your Customers
Donna Cutting
EAN 978-1-63265-023-8
$16.99 (Can. $20.50)
The Sales Leader’s Problem Solver

Practical Solutions to Conquer Management Mess-ups, Handle Difficult Sales Reps, and Make the Most of Every Opportunity

Suzanne M. Paling

This is the book every sales manager wishes they had—before they accepted the job. The advice within acts as a 24/7 coach for beleaguered sales leaders dealing with perplexing dilemmas.

Sales leaders (managers, directors, and vice presidents) advocate for and often succeed in getting sales training for their reps, but when they request sales management training for themselves, the answer is often no. This lack of formal instruction lowers their chances of success.

Drawn from the author’s experiences as a sales manager, sales management consultant, and coach, The Sales Leader’s Problem Solver offers guidance on solving common but difficult issues with the salesperson who:

◆ Sells inconsistently.
◆ Cheats on sales contests.
◆ Doesn’t enter data in the CRM.
◆ Calls only on the largest or easiest clients.
◆ Won’t prospect for new business.

By providing a consistent format to follow, Suzanne Paling will help any sales leader level-headedly deal with any challenge by:

◆ Clarifying the issue.
◆ Creating a plan.
◆ Presenting a solution to executives.
◆ Discussing the issue with the rep(s) in question.

The Sales Leader’s Problem Solver is a powerful tool that will help new and experienced sales managers lead their teams and develop their reputations as fair, effective, no-nonsense problem solvers.

Also Available:

The Leader Phrase Book
Patrick Alain
EAN 978-1-60163-200-5
$14.99 (Can. $17.95)

Financial Statements
Revised and Expanded Edition
Thomas Ittelson
EAN 978-1-60163-023-0
$17.99 (Can. $20.95)
Master Your Memory
From America’s Top Expert on Study Skills

Ron Fry, author of How to Study

Want to retain more of what you read, perform better on tests, or just remember where you left your car keys? Author Ron Fry’s effective system has helped hundreds of thousands of people successfully adapt today’s best memorization techniques to their own needs and situations. Packed with quizzes designed to pinpoint your specific trouble spots—as well as proven strategies for any memory-based task—Master Your Memory is the only book you need to improve your memory power for a lifetime.

Master Your Memory features:

- Chapter quizzes that encourage readers to test their memory and identify areas that need the most improvement.
- Proven memory retention techniques for students, professionals, or anyone struggling with a specific challenge, such as ADD.
- Explanations of each memory technique to help you understand why specific strategies work and how to use them to do everything from remembering when an assignment is due to performing better on tests and presentations.

Memory is a lot like a muscle—you need to work it!

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Paper
5 ¼ x 8 ¼, 192 pp. (est.)
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Category: Self-Help/Memory Improvement
Rights: World

Ron Fry is a nationally known proponent for the improvement of public education and an advocate for parents and students, playing an active role in strengthening personal education programs. In addition to being the author of the best-selling How to Study series, which has sold more than 3,000,000 copies to date, Fry has written more than 30 other books in the areas of education and careers. He is the founder and president of Career Press, an internationally known independent publisher of trade nonfiction books.

Also Available:

Maximize Your Memory
Ramon Campayo
EAN 978-1-60163-117-6
$14.99 (Can. $17.95)

101 Great Answers to the Toughest Interview Questions
Ron Fry
EAN 978-1-63265-034-4
$14.99 (Can. $17.95)
The Worry-Free Mind
Train Your Brain, Calm the Stress Spin Cycle, and Discover a Happier, More Productive You

Carol Kershaw, EdD, and Bill Wade, PhD

The brain’s superpowers have been discovered by neuroscience. Your genius mind knows how to make your brain dissolve worry and stay in your best internal states longer. The result is a life full of possibility.

The Worry-Free Mind shows you how to decipher the architecture of your model of reality, shift it to a newer version, and overcome your tendency to worry every day. With the powerful tools it offers, you can access your inner resources, lower stress, calm your reactive mind, feel cheerier, and create a dynamic flow.

Can you imagine a day without worry and how productive you could be with the extra time you would have? By learning to shift and condition your internal state and set up your environment to support the changes you want to make, you can accomplish anything you want.

The Worry-Free Mind will show you how to:

* Unleash your brain’s superpowers in minutes.
* Shatter the illusions that keep you in a constant state of worry.
* Recondition your mind to a new state of being.
* Discover how your brain chemistry works to tap into natural bliss.
* Shift your internal states to change your biology.

Carol Kershaw, EdD, is a clinical psychologist and international trainer in clinical hypnosis and brain-based psychological transformation. She is board certified in neurofeedback and holds the status of fellow. Dr. Kershaw is the author of The Couple’s Hypnotic Dance and coauthor of Brain Change Therapy: Clinical Interventions for Self-Transformation, as well as many professional articles.

Bill Wade, PhD, is licensed in Texas as both a professional counselor and marriage and family therapist, and has maintained a therapy practice for more than 30 years. He has presented workshops throughout the United States and abroad in clinical hypnosis, brain-based transformation, and meditation. Dr. Wade is coauthor of Brain Change Therapy.

Dr. Wade and Dr. Kershaw are married, and have three grown children and seven grandchildren.
The Profit of Kindness
How to Influence Others, Establish Trust, and Build Lasting Business Relationships

Jill Lublin, author of Guerilla Publicity

When kindness becomes your primary goal, everything changes: how you look at life, what you get from it, and how others interact with and relate to you.

The Profit of Kindness will help you master the art of building trusting, long-lasting relationships through open, nonadversarial interchanges that result in mutually beneficial outcomes. A basic adjustment in attitude and approach can substantially improve virtually every facet of your life. Each chapter provides specific examples for improving skills such as communication, building integrity, team work, influencing others, and more.

In order to connect with new clients or future business partners and transform your potential into success, you need to establish trust and build strong relationships. The key is to focus more on giving and working with others rather than simply on “winning.” Because doing so is guaranteed to help you actually win.

The Profit of Kindness is a practical guide that teaches you how to connect with others using the global asset known as kindness. You will learn:

- Kindness does not mean weakness.
- Kindness can help you stay competitive, anticipate pitfalls, and stay one step ahead of your rivals.
- Success, achieved through kindness, can indeed be yours.

Also Available:

Simple Is the New Smart
Rob Fazio, PhD
EAN 978-1-63265-029-0
$15.99 (Can. $18.95)

Scared Speechless
Steve Rohr and Shirley Impellizzeri
EAN 978-1-63265-042-9
$15.99 (Can. $19.95)
Heart and Sell
12 Universal Truths Every Salesperson Needs to Know
Shari Levitin

Heart and Sell offers salespeople, entrepreneurs, and corporate leaders a system of emotional selling that will revolutionize the sales process. Shari Levitin, who pioneered the Third Level Selling™ movement, takes this concept to a whole new level and shows you methods to create an emotional customer experience that inspires true urgency, a process to decrease objections, and techniques to manage your own emotional state to ensure sustained performance.

You’ll get a proven system that will shorten your sales cycle and rapidly increase your income.

You’ll learn that what you do matters, but who you are matters more.

The Heart and Sell System will show you the real balance between building rapport (Heart) and rolling up your sleeves and asking for the deal (Sell), plus:

- Help you establish real (not contrived) rapport with the toughest customers.
- Reveal the 7 core emotional motivators that drive people to do anything.
- Show you how to change the client’s emotional state instead of dropping your price.
- Teach you advanced listening techniques to steer your customers away from the competition.
- Give you proven methods to create emotional urgency by employing the five senses, the “linking formula,” and the “Five Why’s.”

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6 x 9. 224 pp. (est.)
EAN 978-1-63265-074-0
Category: Sales
Rights: World

Shari Levitin is recognized as a global expert in sales training and corporate sales strategies in over 48 countries and in seven languages. In 1990, she joined Marriott’s Vacation Ownership division as a new, untrained salesperson. One year later, Levitin was named the top salesperson at her site and soon thereafter the top salesperson companywide. She is currently an adjunct professor at the University of Utah David Eccles School of Business teaching the first ever graduate sales course, “Pitch Perfect.” In 1997, Levitin launched her own training company, The Levitin Group. Companies such as Hilton, Hyatt, State Farm, RCI, Jaguar, Wyndham Worldwide, financial service groups, and countless individuals have attributed hundreds of millions of dollars of ROI to the unique Third Level Selling™. The Levitin Group has recently launched Levitin Learning (www.LevitinLearning.com), a unique virtual university with more than 240 online courses.
Mary-Kate Mackey is an award-winning writer, speaker, and teacher. Write Better Right Now is based on the tools and techniques she developed during her 14 years of teaching at the University of Oregon’s School of Journalism and Communication, and shared in popular writing workshops across the United States. As a professional journalist, her byline has appeared on more than 200 articles for national magazines, newspapers, and websites, including Sunset, the Christian Science Monitor, Horticulture, and Fine Gardening. She lives in Eugene, Oregon.

Also Available:

Better Grammar in 30 Minutes a Day
Constance Immel and Florence Sacks
EAN 978-1-56414-204-7
$12.99 (Can. $18.95)

The Elegant Pitch
Mike Figliuolo
EAN 978-1-63265-045-0
$15.99 (Can. $19.95)
The Ultimate Start-Up Guide
Marketing Lessons, War Stories, and Hard-Won Advice from Leading Venture Capitalists and Angel Investors

Tom Hogan and Carol Broadbent

Most start-ups fail.
And they die remarkably young: The typical start-up lasts 20 months and burns through $1.3 million in financing before closing its doors.

So what’s the formula for success for those start-ups that make it through the early trials, leveraging their early success into either getting acquired or issuing an IPO (initial public offering)? What are the lessons that first-time entrepreneurs and employees need to know to navigate their way to success?

The Ultimate Start-Up Guide offers practical advice, insights, lessons, and best practices from the world of start-ups, including:

- Strategies for hiring and building your team, culture, and values.
- How to pitch your company, secure funding, and distribute equity.
- Best practices in launching your business.
- How venture capitalist investors think, evaluate new companies, and advise entrepreneurs.
- War stories and red flags from top VC partners and entrepreneurs.

Start-ups are a business model and culture of their own, changing the economic landscape as well as the way we live and work. The Ultimate Start-Up Guide offers an insider’s look at this world. It’s a fascinating read for anyone contemplating how to build or participate in a successful start-up.
The Art of Body Talk
How to Decode Gestures, Mannerisms, and Other Non-Verbal Messages

Gregory Hartley and Maryann Karinch, authors of How to Spot a Liar and The Body Language Handbook

Yes, you can read anyone like a book!

Reading body language is a gateway to understanding why people act the way they do. It’s not just a matter of understanding their true emotions, but also identifying their true motivation.

In The Art of Body Talk the authors share their highly successful READ (Review Evaluate Analyze Decide) system of understanding body language, but with an exciting twist: They give you the skills to use READ to see what’s behind those eye movements, gestures, and twitch-es, the skills to go inside the head of your source!

* Why stop at “what” in reading body language? Go all the way to “why”—the driving force behind the actions.
* Discover how to get past your filters, so you aren’t tricked by your own misperceptions.
* Learn how to apply the skills in business and in your personal life.

The Art of Body Talk gives you the fastest, most efficient method to read anyone’s body language. You will easily be able to perceive the emotions and spot the messages people are really sending—whether they know it or not (and whether they want to or not!).

Gregory Hartley is a senior corporate executive whose expertise as an interrogator earned him honors with the United States Army. Businesses, private investigators, attorneys, human resources professionals, and the media have relied on his knowledge of human behavior and body language. Hartley is the author of seven books with Maryann Karinch. He resides near Atlanta, Georgia.

Maryann Karinch is the author of 24 books, including How to Spot a Liar and The Body Language Handbook with Gregory Hartley. Among her audiences for human behavior training are corporate executives, code and law enforcement personnel, and psychology students. She is founder of The Rudy Agency, a literary agency based in Estes Park, Colorado.

Also Available:

The Body Language Handbook
Gregory Hartley and Maryann Karinch
EAN 978-1-60163-076-6
$15.99 (Can. $20.95)

How to Spot a Liar
Gregory Hartley and Maryann Karinch
EAN 978-1-60163-220-3
$15.99 (Can. $19.95)
The Zombie Business Cure
How to Refocus Your Company’s Identity and Use Communication Strategies to Be More Mindful, Authentic, and Human

Julie C. Lellis, PhD, and Melissa Eggleston

Does your business feel lifeless in today’s fast-paced marketplace? Tired of struggling to stand out? Can’t seem to clarify your message? You may be a zombie and not even know it.

Zombies are confused, haphazard, and indistinguishable. Businesses act like zombies when empty communications alienate customers, supporters, and partners. The Zombie Business Cure gets to the heart of many communication problems: identity. A lack of focus on identity negatively affects your bottom line and can damage your reputation.

The best organizations are simply more like humans and less like zombies. Humans realize the importance of having a strong sense of self, maintaining a consistent message, and communicating effectively to build relationships. The Zombie Business Cure will help you:

✔ Realize identity is the foundation for success.
✔ Discover identity problems that commonly lead to communication failures.
✔ Prevent zombie-like behavior by tackling the five most common zombie traits.
✔ Approach new communication efforts in a more mindful way.

You’ll learn from real-life case studies and also gain practical tips and exercises that will help your business. The Zombie Business Cure is the antidote for lifeless communication that repels customers. By using the principles in this book, you’ll attract the right audiences and increase your success.

Also Available:

The Leadership Campaign
Scott Miller and David Morey
EAN 978-1-63265-043-6
$16.99 (Can. $20.95)

The Essential HR Handbook
Sharon Armstrong and Barbara Mitchell
EAN 978-1-56414-990-9
$14.99 (Can. $16.95)

Julie C. Lellis is an associate professor and associate chair in the School of Communications at Elon University where she teaches in areas such as strategic writing and health communication. She has authored numerous articles and book chapters on identity and related topics, including advocacy and strategic communications. She is a contributing writer for PR News. As a consultant, Lellis works with clients on identity development and communication strategy. Learn more at JulieLellis.com.

Melissa Eggleston is a content strategist and user experience (UX) specialist with clients throughout the United States. For businesses, nonprofits, and universities, she works as a consultant to eliminate zombie-like behavior one website at a time. Since 1997, she has created digital content for Bloomberg News, the Content Marketing Institute, Duke University, and many other organizations. Learn more at MelissaEgg.com.

Both authors live in Durham, North Carolina.