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This leading strategy text presents the complexities of strategic management through up-to-date scholarship and hands-on applications. Highly respected authors Charles Hill and Gareth Jones integrate cutting-edge research on topics including corporate performance, governance, strategic leadership, technology, and business ethics through both theory and cases. Based on real-world practices and current thinking in the field, the Ninth Edition of Strategic Management features an increased emphasis on the changing global economy and its role in strategic management. The high-quality case study program contains 30 cases covering small, medium, and large companies of varying backgrounds. All cases are available in the main student text or the core case text.

We've all had "aha!" moments in our lives, times when a sudden revelation surprises us with insight. According to pastor and bestselling author Kyle Idleman, we can experience this same kind of "aha!" in our spiritual lives. With everyday examples and trademark testimonies, Idleman draws on Scripture to

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reveal how three key elements can draw us closer to God and change our lives for good. Awakening to the reality of our true spiritual condition, we see ourselves and our need for a Savior with renewed honesty. This realization leads to action, obeying God's commands and following the example set by Christ. As we see in the transformation of the prodigal son, the result is a life-changing, destiny-altering collision—an AHA moment that leads us home to our loving Father. Marketing, at its core, is simply about storytelling. It's the ability to take consumers on an emotional journey that can relate to their needs and wants while, at the same time, establishing trust in the products and services that are being provided. "Story. Style. Brand. -- Why Corporate Results Are a Matter of Personal Style" is more than a business book and much more than a memoir. It's the culmination of years of self-discovery by the author herself, followed by remarkable experience helping corporations -- and their leaders -- make brilliant first impressions. How you appear -- including what you wear -- is the first step and, arguably, most critical step of the story you tell an audience. Many executives forget to invest in what creates their brand. In a new era when brand success depends on its ability to establish trust and loyalty from its consumers, this kind of investment has become a missing link in brand development because it requires vulnerability, and most executives are conditioned to exude confidence

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at all times. The JD Methodology was developed on the belief that by understanding and embracing human behavior, we can use our DNA to our advantage. "First impressions" (our emotional and visceral response) overpower any and all logic. Studies show that 95% of consumer decisions are made on emotion -- and that includes their decision to trust your brand ... and your leaders. Travel with Janel Dyan through her own formative years, her early career, her decision to build a family, and her successes and stresses of building a personal brand that sparked a profitable business. The journey she took and the brand methodology she developed will inspire readers to rethink how they, too, take the stage, make over their closets, enter the board room and step into the light of their careers, companies and lives. Janel Dyan has worked with female leaders at companies like Salesforce, Facebook and LinkedIn to establish true alignment of brand and storytelling, giving those leaders the ability to capitalize on what matters most: Trust.

Entrepreneurs can't afford to get stuck! And when they do, they need fast, simple, practical tools to get them out of the quicksand. In his entertaining book, *Destination Aha!*, Drew Gerber takes you from the hot pots of Crestone, Colorado to the not-so-well-marked alleyways of Dubrovnik, Croatia, where he discovers and shares the basic truths about getting yourself un-stuck in both life and

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business and how to listen to the universe to avoid that 2 by 4 upside the head! Chemical engineer turned PR whiz Drew Gerber knows that sometimes you can't think your way, work your way, or avoid your way out of stuckness. He offers fresh, new perspective to get you out of stuck and on to your next aha! In Destination Aha! You'll discover: -That the mind is not such a wonderful thing when it's running around in its own traps and what to do about it. -How to discover your life purpose without tea leaves, agonizing soul searching, or yet another costly seminar (Hint: you might find it in Starbucks). -When new technological bells and whistles are really the answer or when that good ol' additional human resource is a better bet. -The keys to a successful, productive, satisfying business that gives back to you as much as it takes out of you! Grab your copy today to begin a life of ever-expanding aha's!

From the marketing strategist who helped Steve Jobs launch the original Apple Macintosh comes a groundbreaking guide to positioning any company for industry dominance. Andy Cunningham has been at the forefront of tech and innovation since day one, and she's been helping companies create new product categories ever since. Now she reveals the winning framework she uses to transform markets and industries. Get to Aha! shows how to establish the kind of foundation world-class brands are built on. Too many business leaders fail to ask

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the most basic questions about their company—Who are we? And why do we matter?—before they leap right into branding. Big mistake. A company must first know itself (establish its position) before it can express its identity (execute its branding). There are three types of companies in the world, each with its own DNA: Mothers are customer-oriented, Mechanics are product-oriented, and Missionaries are concept-oriented?and it's absolutely critical for business leaders to know which type their company is to create an authentic and ultimately “sticky” position in the market. A company's DNA is the key to achieving this and with it, a competitive advantage. Why? Because if a Mechanic creates a marketing campaign based on its belief that it is a Missionary, the underlying positioning will not ring true and the company won't gain a foothold in the market. But if a company positions itself in alignment with its DNA, it will resonate authentically and establish its role and relevance even in the face of a major competitor. Get to Aha! presents a clear step-by-step framework that will help you determine your company's precise position in the marketing landscape, using Andy's DNA-based methodology. It takes you through the process of performing “genetic testing” on your company, examining the market through the six Cs of positioning, and developing your positioning statement—a rational, factual statement about your company's role and relevance. Then and only then

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can you create a branding and marketing strategy that will build market momentum and crush the competition. Trust Andy. Steve Jobs did.

A game-changing framework for staying top of mind with your audience?from the No. 1 company dominating content marketing What do many successful businesses and leaders have in common? They're the first names that come to mind when people think about their particular industries. How do you achieve this level of trust that influences people to think of you in the right way at the right time? By developing habits and strategies that focus on engaging your audience, creating meaningful relationships, and delivering value consistently, day in and day out. It's the winning approach John Hall used to build Influence & Co. into one of "America's Most Promising Companies," according to Forbes. In this step-by-step guide, he shows you how to use content to keep your brand front and center in the minds of decision makers who matter. He reveals:

- how consumer needs and expectations have changed and what this shift means for you
- how to build a helpful, authentic, and consistent brand that serves others just as well as it serves you
- proven methods for using digital content to enrich your target audience's lives in ways that build real, lasting trust

Whether you're a marketing leader engaging an audience of potential customers, a business leader looking to humanize your company brand, or an industry up-and-comer

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seeking to build influence, maintaining a prominent spot in your audience's minds will increase the likelihood that the moment they need to make a choice, you'll be the first one they call. There's no better way to drive opportunities that result in increased revenue and growth. Business is never "just" business. It's always about relationships. It's always about a human connection. When you're viewed as a valuable, trustworthy partner, the opportunities are endless. Position yourself for success by establishing and developing content-driven relationships that keep you and your brand Top of Mind.

THE WINNER OF a National Book Award, a Newbery Honor, and countless other awards has written her richest, most spirited book yet, filled with characters that readers will love, and never forget. Jane is 12 years old, and she is ready for adventures, to move beyond the world of her siblings and single mother and their house by the sea, and step into the "know-not what." And, over the summer, adventures do seem to find Jane, whether it's a thrilling ride in a hot-air balloon, the appearances of a slew of possible fathers, or a weird new friendship with a preacher and psychic wannabe. Most important, there's Jane's discovery of what lies at the heart of all great adventures: that it's not what happens to you that matters, but what you learn about yourself. And don't miss Polly Horvath's *Northward to the Moon*, the sequel to *My One Hundred Adventures*.

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In a book perfect for readers of Charles Duhigg's *The Power of Habit*, David Eagleman's *Incognito*, and Leonard Mlodinow's *Subliminal*, the cognitive neuroscientists who discovered how the brain has aha moments—sudden creative insights—explain how they happen, when we need them, and how we can have more of them to enrich our lives and empower personal and professional success. Eureka or aha moments are sudden realizations that expand our understanding of the world and ourselves, conferring both personal growth and practical advantage. Such creative insights, as psychological scientists call them, were what conveyed an important discovery in the science of genetics to Nobel laureate Barbara McClintock, the melody of a Beatles ballad to Paul McCartney, and an understanding of the cause of human suffering to the Buddha. But these moments of clarity are not given only to the famous. Anyone can have them. In *The Eureka Factor*, John Kounios and Mark Beeman explain how insights arise and what the scientific research says about stimulating more of them. They discuss how various conditions affect the likelihood of your having an insight, when insight is helpful and when deliberate methodical thought is better suited to a task, what the relationship is between insight and intuition, and how the brain's right hemisphere contributes to creative thought. Written in a lively, engaging style, this book goes beyond scientific principles to offer productive techniques

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for realizing your creative potential—at home and at work. The authors provide compelling anecdotes to illustrate how eureka experiences can be a key factor in your life. Attend a dinner party with Christopher Columbus to learn why we need insights. Go to a baseball game with the director of a classic Disney Pixar movie to learn about one important type of aha moment. Observe the behind-the-scenes arrangements for an Elvis Presley concert to learn why the timing of insights is crucial. Accessible and compelling, *The Eureka Factor* is a fascinating look at the human brain and its seemingly infinite capacity to surprise us. Praise for *The Eureka Factor* “Delicious . . . In *The Eureka Factor*, neuroscientists John Kounios and Mark Beeman give many other examples of [a] kind of lightning bolt of insight, but back this up with the latest brain-imaging research.”—*Newsweek* “An incredible accomplishment . . . [*The Eureka Factor*] is not just a chronicle of the journey that numerous scientists (including the authors) have taken to examine insight but is also a fascinating guide to how advances in science are made in general. Messrs. Kounios and Beeman examine how a parade of clever experiments can be designed to answer specific questions and rule out alternative possibilities. . . . Wonderful ideas appear as if out of nowhere—and we are delighted.”—*The Wall Street Journal* “An excellent title for those interested in neuroscience or creativity . . . The writing is engaging and readable, mixing

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stories of famous perceptions with explanations of how such revelations happen.”—Library Journal (starred review) “A lively and accessible ‘brain’ book with wide appeal.”—Booklist “[An] ingenious, thoughtful update on how the mind works.”—Kirkus Reviews “The Eureka Factor presents a fascinating and illuminating account of the creative process and how to foster it.”—James J. Heckman, Nobel laureate in economics

Offers a pragmatic approach to generating fresh thoughts and perspectives and guides readers with user-friendly practices and exercises to cultivate a mindset where insight comes readily.

A concise guide to shaking things up in therapy. Courtney Armstrong’s *The Therapeutic “Aha!”* explores the thrilling and rare moment when a client reaches an elusive realization, allowing them to make meaningful change. In 10 straightforward strategies, this practical book demonstrates how to shake things up in therapy when a client is stuck or stalled to jumpstart progress. Readers will learn how to spark the “emotional brain”—the part of the brain that houses automatic, unconscious patterns—and create new neural pathways that engage and advance the healing process. Divided into three parts—(1) Awakening a Session, (2) Healing Emotional Wounds, and (3) Activating Experiential Change—the book walks readers through specific techniques for harnessing the

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emotional brain and re-patterning its routine. Elegant therapeutic insights and coping strategies only go so far; until we intervene with something our emotional brain can understand—a compelling felt experience—old, established neural patterns will persist. The brain-based strategies Armstrong presents include how to enliven the therapeutic alliance; elicit exciting goals; identify the root of an emotional conflict; reverse trauma with memory reconsolidation; invoke inspirational imagery; and use stories, humor, music, poetry, and even mindfulness to induce change. Concise, reader-friendly, and filled with helpful case stories and client–therapist dialogue, this wonderfully accessible book puts a new spin on neuroscience knowledge, showing clinicians exactly how it can be used to make those once-elusive therapeutic breakthroughs more frequent, leading to greater healing for your patients.

Really, why aren't people more successful? If you've ever had that idea that made you go 'Aha!' or made that proverbial light bulb go off in your head, you've probably had an idea that was a game-changer: the type of idea that makes life better, easier or more enjoyable for all who use it, and makes you rich and successful by implementing it. We all have great ideas at one point in time or another, but few of us have confidence and know-how to follow through with the idea to completion. In each chapter, I lay out the process of preparing yourself to

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be a game-changer, and show you how to take an idea from concept to its complete manifest form.

Discover your unique imprint for work that makes you come alive, fills you with meaning, joy, purpose, and possibility, then spend the rest of your life doing it. We're all born with a certain "imprint" for work that makes us come alive. This is your "Sparketype®," your DNA-level driver of work that lets you know, deep down, you're doing what you're here to do. Work that motivates you, fills you with purpose and, fully-expressed in a healthy way, becomes a main-line to meaning, flow, performance, and joy. Put another way, work that "sparks" you. Drawing upon years of research, experimentation, more than 25-million data-points generated by over half-a-million people, hundreds of deep-dive conversations with luminaries from science to art to industry and wellbeing. Award-winning author, serial wellness-industry founder, and host of the top-ranked Good Life Project®, Jonathan Fields, and his team at Spark Endeavors, developed the Sparketype imprints and methodology that is the basis of this book. SPARKED takes you deep into the world of the Sparketypes, revealing an entirely new depth of insights about what makes you come alive in work life, along with what empties you out and trips you up, so you can avoid those life-drains. You'll discover tons of case studies, stories, and real-world applications,

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creating a comprehensive guide to help you discover what you are meant to do and how to get started. This book will help you: Discover, with far more depth, what sparks you, what drains you, where you stumble and come alive, so you can reclaim a sense of direction, control, and purpose; Understand the “real” reasons certain experiences, jobs, and roles leave you empty and know how to make things better, without having to endure big disruptive changes; Learn from real-world, relatable stories, case-studies, and data-driven insights Identify the action steps to begin immediately transforming the way you work and live.

Aah ... Discover the Seven Laws of Pleasure Truly enjoy your life

1. Pleasure is your birthright.
2. It comes in four colors: red, green, blue, and white.
3. It changes.
4. Pleasure/pain separated by threshold of intensity.
5. It comes in waves.
6. It is a dance of effort and relaxation.
7. The best pleasure is exchanged with another being.

"For the life of him, William "Scoob" Lamar can't seem to stay out of trouble--and now the run-ins at school have led to lockdown at home. So when G'ma, Scoob's favorite person on Earth, asks him to go on an impromptu road trip, he's in the RV faster than he can say FREEDOM. With G'ma's old maps and a strange pamphlet called the 'Travelers' Green Book' at their side, the pair takes off on a journey down G'ma's memory lane. But adventure quickly turns to uncertainty:

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G'ma keeps changing the license plate, dodging Scoob's questions, and refusing to check Dad's voice mails. And the farther they go, the more Scoob realizes that the world hasn't always been a welcoming place for kids like him, and things aren't always what they seem--G'ma included" --

#1 NEW YORK TIMES BESTSELLER • ONE OF TIME MAGAZINE'S 100 BEST YA BOOKS OF ALL TIME The extraordinary, beloved novel about the ability of books to feed the soul even in the darkest of times. When Death has a story to tell, you listen. It is 1939. Nazi Germany. The country is holding its breath. Death has never been busier, and will become busier still. Liesel Meminger is a foster girl living outside of Munich, who scratches out a meager existence for herself by stealing when she encounters something she can't resist—books. With the help of her accordion-playing foster father, she learns to read and shares her stolen books with her neighbors during bombing raids as well as with the Jewish man hidden in her basement. In superbly crafted writing that burns with intensity, award-winning author Markus Zusak, author of *I Am the Messenger*, has given us one of the most enduring stories of our time. “The kind of book that can be life-changing.” —The New York Times “Deserves a place on the same shelf with *The Diary of a Young Girl* by Anne Frank.” —USA Today **DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.**

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Contains puzzles that first baffle and then delight problem solving addicts. Grew out of a collaboration between Bob Tappay and Martin Gardner to enliven the learning of mathematics.

A father and son embark on a road trip to a distant animal shelter to save a homeless border collie puppy. By the acclaimed author of *Crush*; *Paintings from the Cave*; *Flat Broke*; *Liar, Liar*; *Masters of Disaster*; *Lawn Boy Returns*; *Woods Runner*; *Notes from the Dog*; *Mudshark*; and *Lawn Boy*.

Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition
McGraw Hill Professional

In the sixth *Mysterious You* title, *Aha!*, kids delve into the secrets of smarts and discover what intelligence is, how it's measured, the different ways of thinking, intelligence in other species, computer intelligence and lots more. This series explores the mysteries of the human body using a mix of thoroughly researched factual information, amazing anecdotes and surprising try-it activities.

#1 NEW YORK TIMES BESTSELLER • Everybody tells you to live for a cause larger than yourself, but how exactly do you do it? The author of *The Road to Character* explores what it takes to lead a meaningful life in a self-centered world. "Deeply moving, frequently eloquent and extraordinarily incisive."—*The Washington Post* Every so often, you meet people who radiate joy—who seem to

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know why they were put on this earth, who glow with a kind of inner light. Life, for these people, has often followed what we might think of as a two-mountain shape. They get out of school, they start a career, and they begin climbing the mountain they thought they were meant to climb. Their goals on this first mountain are the ones our culture endorses: to be a success, to make your mark, to experience personal happiness. But when they get to the top of that mountain, something happens. They look around and find the view . . . unsatisfying. They realize: This wasn't my mountain after all. There's another, bigger mountain out there that is actually my mountain. And so they embark on a new journey. On the second mountain, life moves from self-centered to other-centered. They want the things that are truly worth wanting, not the things other people tell them to want. They embrace a life of interdependence, not independence. They surrender to a life of commitment. In *The Second Mountain*, David Brooks explores the four commitments that define a life of meaning and purpose: to a spouse and family, to a vocation, to a philosophy or faith, and to a community. Our personal fulfillment depends on how well we choose and execute these commitments. Brooks looks at a range of people who have lived joyous, committed lives, and who have embraced the necessity and beauty of dependence. He gathers their wisdom on how to choose a partner, how to pick a vocation, how to live out a

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philosophy, and how we can begin to integrate our commitments into one overriding purpose. In short, this book is meant to help us all lead more meaningful lives. But it's also a provocative social commentary. We live in a society, Brooks argues, that celebrates freedom, that tells us to be true to ourselves, at the expense of surrendering to a cause, rooting ourselves in a neighborhood, binding ourselves to others by social solidarity and love. We have taken individualism to the extreme—and in the process we have torn the social fabric in a thousand different ways. The path to repair is through making deeper commitments. In *The Second Mountain*, Brooks shows what can happen when we put commitment-making at the center of our lives.

This empowering handbook delivers authoritative advice on how to build a purpose-driven company, motivate employees, and connect with consumers. Written by entrepreneur and marketing expert David Hiatt, these pages offer an engaging combination of practical tips, rousing quotes from business leaders across industries, and illuminating anecdotes. Full of enlightening wisdom on how to define a company's central purpose (beyond profit), foster a strong company culture that attracts talented staff, and develop a brand story that resonates with consumers, *Do Purpose* is an invaluable resource for anyone with a desire to start or grow their own business.

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Everyone has a purpose. And, according to Oprah Winfrey, “Your real job in life is to figure out as soon as possible what that is, who you are meant to be, and begin to honor your calling in the best way possible.” That journey starts right here. In her latest book, *The Path Made Clear*, Oprah shares what she sees as a guide for activating your deepest vision of yourself, offering the framework for creating not just a life of success, but one of significance. The book’s ten chapters are organized to help you recognize the important milestones along the road to self-discovery, laying out what you really need in order to achieve personal contentment, and what life’s detours are there to teach us. Oprah opens each chapter by sharing her own key lessons and the personal stories that helped set the course for her best life. She then brings together wisdom and insights from luminaries in a wide array of fields, inspiring readers to consider what they’re meant to do in the world and how to pursue it with passion and focus. Renowned figures such as Eckhart Tolle, Brene Brown, Lin-Manuel Miranda, Elizabeth Gilbert, Jay-Z, and Ellen DeGeneres share the greatest lessons from their own journeys toward a life filled with purpose. Paired with over 100 awe-inspiring photographs to help illuminate the wisdom of these messages, *The Path Made Clear* provides readers with a beautiful resource for achieving a life lived in service of your calling – whatever it may be.

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With multiple starred reviews, don't miss this humorous, poignant, and original contemporary story about bullying, broken friendships, social media, and the failures of communication between kids. From John David Anderson, author of the acclaimed *Ms. Bixby's Last Day*. In middle school, words aren't just words. They can be weapons. They can be gifts. The right words can win you friends or make you enemies. They can come back to haunt you. Sometimes they can change things forever. When cell phones are banned at Branton Middle School, Frost and his friends Deedee, Wolf, and Bench come up with a new way to communicate: leaving sticky notes for each other all around the school. It catches on, and soon all the kids in school are leaving notes—though for every kind and friendly one, there is a cutting and cruel one as well. In the middle of this, a new girl named Rose arrives at school and sits at Frost's lunch table. Rose is not like anyone else at Branton Middle School, and it's clear that the close circle of friends Frost has made for himself won't easily hold another. As the sticky-note war escalates, and the pressure to choose sides mounts, Frost soon realizes that after this year, nothing will ever be the same.

Sudden flashes of inspiration have triggered many discoveries and inventions throughout history. Are such aha! moments merely random, or is there a way to train the brain to harness these seemingly unpredictable creative insights? This

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fascinating overview of the latest neuroscience findings on spontaneous thought processes, or "snaps," describes how everyone—not just geniuses—can learn to improve the likelihood of their own "eureka" moments by adopting certain rewarding attitudes and habits. As the author explains, snaps are much more than new ideas. Snaps are insights plus momentum—they instantly compel or snap us toward action. They often occur after ordinary problem solving hits an impasse. We may feel stuck, but while we're in a quandary, the brain is rebooting. Then, when we least expect it, the solution pops into our heads. She describes the results of numerous scientific experiments studying this phenomenon. She also recounts intriguing stories of people in diverse disciplines who have had a snap experience. Both the research and the stories illustrate that it's possible to enhance our facility for snap moments by training ourselves to scan, sift, and solve. In the emerging economy, businesses and individuals need new strategies, and it's clear that just thinking harder no longer works. People who can snap are often a step ahead: they have a vigilance advantage from exercising brain cells that build mental agility. While snapping is rewarding, fun, and good for improving our mental skills, it's also much more: people who snap life-changing ideas that affect many others will redirect our future. Written in an accessible, jargon-free narrative that weaves together the latest research with

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illuminating stories of innovative people, this book teaches us how to cultivate our own inner epiphanies to gain an edge in our imaginations, our careers, our goals—indeed, in every aspect of our lives.

Amazon July Best of the Month Pick “Like Jill McCorkle and Sue Monk Kidd, Spera probes the comfort and strength women find in their own company.”— O Magazine For readers of Delia Owens’ *Where the Crawdads Sing* and Sue Monk Kidd’s *The Secret Life of Bees*, this extraordinary historical debut novel follows three fierce Southern women in an unforgettable story of motherhood and womanhood. It’s 1924 in Branchville, South Carolina and three women have come to a crossroads. Gertrude, a mother of four, must make an unconscionable decision to save her daughters. Retta, a first-generation freed slave, comes to Gertrude’s aid by watching her children, despite the gossip it causes in her community. Annie, the matriarch of the influential Coles family, offers Gertrude employment at her sewing circle, while facing problems of her own at home. These three women seemingly have nothing in common, yet as they unite to stand up to injustices that have long plagued the small town, they find strength in the bond that ties women together. Told in the pitch-perfect voices of Gertrude, Retta, and Annie, *Call Your Daughter Home* is an emotional, timeless story about the power of family, community, and ferocity of motherhood. “A mesmerizing Southern tale...Authentic, gripping, a page-turner, yet also a novel filled with language that begs to be savored.”— Lisa Wingate, New York Times Bestselling Author of *Before We Were Yours* “Deb Spera is a master of voice, a master of deep-diving access to the roiling depths of human identity...An exhilarating and important book.” — Robert Olen Butler, Pulitzer Prize winning author of *A Good Scent from*

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a Strange Mountain

"The Aha Moment" is an aspiring best seller in business that provides a down-to-earth perspective on how to birth new ideas. This book touches on critical discussion topics that hungry entrepreneurs want to hear about, such as, ethics, state of the economy, wall street, real-life stories about business, brand creation, leadership, how to design a new business, how to manage financials, presentation preparation, how to setup a business, protecting intellectual property, dealing with investors, social media, and understanding how business and faith mix to reach your Aha Moment. The content in this book will provide inspiration to people that are being forced to be entrepreneurs in the 21st century. The book provides insight on business elements that are not readily discussed and that people need to know in order to be successful. This book walk readers through how to discover their Aha Moment. Maturity and growth opportunities will be unveiled by readers and they will be over-joyed that they picked up this 'jewel'. This is a for-keep-sake book that adopters will cherish for years. So, get ready to laugh, learn, discover and be enlightened with a new experience in our new world of business. Look no further because this book is a source of reference for knowlege you can pull from while trying to understand how to piece together your new venture, start-up company, or launch of a new segment in an existing corporate entity within a fortune 500 company. Climb new heights without limits and remember you have to practice SocialLOVE in order to reach your Aha Moment." The author will be releasing another book soon called "360 SocialLOVE." "Highly readable . . . Entrepreneurial success stories are complemented by practical advice and resources for building a business." —Publishers Weekly A carpenter gets tired of almost losing a finger every time he slices a bagel. Bam! The Bagel Guillotine. A mother is frustrated

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that her pantry is full of stale food because the packages don't close. Bam! Quick Seals. Howard Schultz notices on a trip to Italy that there are coffee bars on almost every corner. Bam! Starbucks. None of them had a barrel of cash. None of them had a ton of experience. They had a big idea and the will to follow through. Donny Deutsch's hit CNBC show *The Big Idea* put the spotlight on people who have the courage and stamina to make their dreams come true. Some think a big idea is like a lightning bolt striking out of the blue. But it's hardly ever like that. The big idea isn't an act of God. It's an act of daily life. Simply put, the idea that will make millions starts with an observation. It's the moment when you say, "There's gotta be a better way." It's the moment when you ask, "How can I solve this problem?" In *The Big Idea*, Deutsch draws not only on his own expertise, but on that of dozens of the successful entrepreneurs he has interviewed, to help you create your own enterprise. From the "Gut Check Moment" to "Mom Power," *The Big Idea* takes aspiring entrepreneurs along every step of the way.

A true story of making a difference: "What does your family stand for? Read this book—it will change your life" (Daniel H. Pink). It all started when fourteen-year-old Hannah Salwen had a "eureka" moment. Seeing a homeless man in her neighborhood at the same moment when a glistening Mercedes coupe pulled up, she said "You know, Dad, if that man had a less nice car, that man there could have a meal." Until that day, the Salwens had been caught up like so many of us in the classic American dream—providing a good life for their children, accumulating more and more stuff, doing their part but not really feeling it. So when Hannah was stopped in her tracks by this glaring disparity, her parents knew they had to do something. As a family, they made the extraordinary decision to sell their Atlanta mansion, downsize to a house half its

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size, and give half of the sale price to a worthy charity. What began as an outlandish scheme became a remarkable journey that transported them across the globe and well out of their comfort zone. In the end they learned that they had the power to change a little corner of the world—and found that it changed them, too. “You feel lighter reading this book, as if the heavy weight of house and car and appliances, the need to collect these things to feel safe as a family, are lifted and replaced by something that makes much more sense.” —Los Angeles Times

“Reminiscent of Toni Morrison’s *The Bluest Eye*.” —The New York Times “One of the best books I have ever read...will live in the hearts of readers for the rest of their lives.” —Colby Sharp, founder of Nerdy Book Club “An emotional, painful, yet still hopeful adolescent journey...one that needed telling.” —Kirkus Reviews (starred review) “I really loved this.” —Sharon M. Draper, author of the New York Times bestseller *Out of My Mind* This deeply sensitive and “compelling” (BCCB) debut novel tells the story of a thirteen-year-old who must overcome internalized racism and a verbally abusive family to finally learn to love herself. There are ninety-six reasons why thirteen-year-old Genesis dislikes herself. She knows the exact number because she keeps a list: -Because her family is always being put out of their house. -Because her dad has a gambling problem. And maybe a drinking problem too. -Because Genesis knows this is all her fault. -Because she wasn’t born looking like Mama. -Because she is too black. Genesis is determined to fix her family, and she’s willing to try anything to do so...even if it means harming herself in the process. But when Genesis starts to find a thing or two she actually likes about herself, she discovers that changing her own attitude is the first step in helping change others.

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Love is the surprising emotion that company builders cannot afford to ignore. Genuine, heartfelt devotion and loyalty from customers — yes, love — is what propels a select few companies ahead. Think about the products and companies that you really care about and how they make you feel. You do not merely like those products, you adore them. Consider your own emotions and a key insight is revealed: Love is central to business. Nobody talks about it, but it is obvious in hindsight. Lovability: How to Build a Business That People Love and Be Happy Doing It shares what Silicon Valley-based author and Aha! CEO Brian de Haaff knows from a career of founding successful technology companies and creating award-winning products. He reveals the secret to the phenomenal growth of Aha! and the engine that powers lasting customer devotion — a set of principles that he pioneered and named The Responsive Method. Lovability provides valuable lessons and actionable steps for product and company builders everywhere, including:

- Why you should rethink everything you know about building a business
- What a product really is
- The magic of finding what your customers truly desire
- How to turn business strategy and product roadmaps into customer love
- Why you should chase company value, not valuation
- Surveys to measure your company's lovability

Brian de Haaff has spent the last 20 years focused on business strategy, product management, and bringing disruptive technologies to market. And in preparation for writing this book, he interviewed well-known startup founders, product managers, executives, and CEOs at hundreds of name brand and agile organizations. Their experiences, along with headline-grabbing case studies (both inspiring successes and cautionary tales), will help readers discover how to build something that matters. Much has been written about how entrepreneurs build innovative products and successful businesses, but the author's message is original and

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refreshing. He convincingly explains that there is a better path forward — a people-first way grounded in love. In a business world that has increasingly emphasized hype over substance and get-big-at-any-cost thinking over profitable and sustainable growth, it's time for a new recipe for company success. ?Insightful, thought-provoking, and sometimes controversial, Lovability is the book that you turn to when you know there has to be a better way.

Dive into the powerful world of business analytics and take the journey from insight to getting your Aha moments of business clarity where you see exciting new possibilities that lead to improved business productivity. The journey starts with developing your analytical thinking and learning how to use analytic tools and techniques that are especially useful with business data. The journey continues by combining the reader's own deep situational knowledge and experience with their new analytical viewpoint; this creates opportunities for insight and Aha! moments.

An invitation to change the energy that surrounds you, find the harmony that comes with self-acceptance, and, in the process, discover your life's purpose and the boundless possibilities that await you. Your soul signature is your spiritual DNA—it is who you are at your core, the most authentic part of you, your singular contribution to this world. And yet we reject our authentic selves. We allow our soul signature to become blocked by any number of emotional obstacles that life throws in our path: anger, fear, guilt, shame, sadness, despair. Any or all of these feelings overtake us and create a density, a heaviness that doesn't permit us to embrace who we truly are, deep inside. We are energetic beings, Panache Desai reminds us, and emotions are energy in motion. When we are blocked we feel unworthy, less than, unloved, incomplete. In *Discovering Your Soul Signature*, Panache invites us on a 33-day path

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of meditations—short passages to be read at morning, noon, and night that are designed to dismantle the emotional burden that holds us back and open us up to changing our lives. Through this distilled, poetic, practical, and inspiring course, he invites us to live a life of authenticity, to rediscover purpose and passion, and to believe from our soul in the possibility of all things.

Outlines a program developed by Gallup experts and based on a study of more than two million people to help readers discover their distinct talents and strengths and how they can be translated into personal and career successes. 100,000 first printing. Grounded in cutting-edge science but translated for people who speak emoji, Find Your F*ckyeah disrupts the warm and fuzzy "personal growth" fads made fashionable by mock gurus and self-proclaimed #selfcare experts. This bold guide combines humor, pop culture, and psychology to show us why the one-size-fits-all success formulas and trendy morning routines keep us caught in a cycle of boredom and stress, never fully sustaining our happiness. With hard science, guided experiments, and modern wisdom—from Beyoncé to Carl Jung—Alexis Rockley takes us step-by-step through the biological, cultural, and social factors that create our self-limiting beliefs. Debunking self-sabotaging ideals like "You Are a Living Brand" and "You Have One Calling," Rockley encourages us to discover our real, uncensored selves and find a sense of purpose, even when we don't have all the answers. For those of us tired of feeling the pressure to be better, do more, and work faster—to self-optimize and fall in line—Find Your

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F*ckyeah teaches us how to find joy where we are right now and to let our genuine self-expression guide us.

Lessons from HubSpot, Salesforce, Gainsight and Other Iconic Brands "The Uber of this" "The Salesforce of that" "It's like Instagram, but for..." There is no such thing as an original idea anymore – right? Actually, it turns out that the world's most innovative companies have created so much more than just brand new products and technology. They've created entirely new market categories. The challenge is that successfully building new categories requires a perfect storm of luck and timing. Or does it? Category Creation is the first and only book on the topic written by executives and marketers actively building new categories. It explains how category creation has become the Holy Grail of marketing, and more importantly, how it can be planned and orchestrated. It's not about luck. You can use the same tactics that other category-defining companies have used to delight customers, employees, and investors. There's no better strategy that results in faster growth and higher valuations for the company on top. Author Anthony Kennada, former Chief Marketing Officer at Gainsight, explains how he led Gainsight in creating the "customer success" category, and shares success stories from fellow category-creators like Salesforce, HubSpot and others. It requires much more than just having the best product. You have to start and grow a conversation that doesn't yet exist, positioning a newly discovered problem in addition to your company and product offerings. The book explains the 7 key principles of

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category creation, including the importance of creating a community of early adopters who will rally around the problem they all share—especially if someone will lead them. · Identify the “go” and “no go” signals for category creation in your business · Activate customers and influencers as brand ambassadors · Grow a community by investing in live events and experiences · Prove the impact of category creation investments on growth, customer success, and company culture Written for entrepreneurs, marketers, and executives from startups to large enterprises, Category Creation is the exclusive playbook for building a category defining brand in the modern economy.

As Bob Proctor says in the foreword, "The unfortunate thing about being ahead of your time is that when people finally realize you were right, they will say it was obvious all along". This paradigm-shifting book, written by an icon in the promotional marketing industry, reframes promotional products as "sensory media". Why? We're sensory beings - we see, hear, smell, taste, touch - which makes this media so incredibly effective. The chapters are lettered, not numbered, and spell out FROM PANIC TO PROFIT. Too often promotional pieces, typically considered giveaways, are ordered as a last minute rush or with too low a budget. Not enough consideration is given to their incredible power to engage, incent and motivate. Eliminate the panic and start profiting. Did you know that a pen yields on average 353 impressions? Every time someone picks up your pen they're engaging with your brand ... when you're not there!SENSORY MEDIA is the marketing "Aha" of the year.

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"Aha! is a joyful, upbeat survey of ideas for enhancing creativity. Jordan Ayan's enthusiasm is hard to resist, and every reader will find personally suitable strategies. Aha! is an inspiring yet practical guidebook for freeing the creative spirit." --Betty Edwards, author of *Drawing on the Right Side of the Brain* "A delightful romp through the rich and complicated field of creativity. Ayan's Aha! is bound to make the reader's thinking more interesting and original." --Mihaly Csikszentmihalyi, ph.d., author of *Flow: the Psychology of Optimal Experience* "The future belongs to those who create it. Jordan Ayan's exceptional book will show you how to create yours by providing the keys to unlock your great ideas." --Daniel Burrus, author of *Technotrends* and a leading technology forecaster Behind every successful venture, there's a great idea. If you haven't found your great idea yet, or if you've always thought you "just weren't the creative type," Jordan Ayan's accessible and entertaining book will give you the confidence to listen to your own creative spirit and to find the breakthrough you've been waiting for. Based on the notion that creativity is a life skill that must be continually cultivated, Ayan offers ten strategies for finding and harnessing inspiration--wherever and whenever it occurs. His mini workshops will show you how travel, reading, the arts, new technology, journaling, and more can form the basic building blocks of a more creative and rewarding life.

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there

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was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must

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read for any marketer, entrepreneur, innovator or manger looking to replace wasteful big bets and "spaghetti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

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