

Gung Ho Turn On The People In Any Organization

“Some people enjoy it.” That was all Ruth had said. Even now, when she’d had months to come to terms with the fallout from this remark, she still marveled at the power of those four words, which she’d uttered without premeditation and without any sense of treading on forbidden ground. (p. 11) Thanks to an off-hand remark made during a class discussion of oral sex, sex-ed teacher Ruth Ramsey finds herself a target of the Christian evangelicals who are increasingly influencing the schoolboard of suburban Stonewood Heights. Forced to attend remedial sessions with a smug “Virginity Consultant,” Ruth is isolated and alone, caught in the polarized red-versus-blue landscape of present-day American suburbia. It’s like “living in a horror movie,” she thinks, “The Invasion of the Body Snatchers, or something. You never knew who they were going to get to next.” Divorced and sharing custody of her daughters with her ex, and sometimes attempting a futile date, Ruth spends many a lonely weekend wondering how her bleak existence came to be. Then one morning at her daughter’s soccer game, Ruth meets Tim Mason, a cute forty-something volunteer coach. Ruth feels an instant attraction to Tim, but when he draws the girls together for a spontaneous prayer circle after the game, she angrily yanks her daughter away from the proceedings, placing herself once again in the sights of the evangelicals. But Ruth has another unexpected problem: she can’t seem to get a handle on Tim, her supposed adversary, who keeps appearing at her front door. A recovering addict whose bottoming-out cost him his home and his marriage, Tim found his way to the Tabernacle of the Gospel Truth through the intervention of Pastor Dennis, the charismatic preacher who put Tim’s shattered life back together in an approximation of happiness. Thanks to Pastor Dennis, Tim is now married to Carrie, a fellow Tabernacler who is attractive and attentive, if robotic. He plays guitar at the weekly prayer sessions in a sanitized reenactment of his days in a Grateful Dead cover band. He holds a respectable if unfulfilling job as a loan officer, well aware of the irony of the post for a man with his history. He is grateful for the help he has received from his church community and Pastor Dennis. But he can’t shake the yearning for something more, and a nagging attraction to that troublesome sex-ed teacher.... With *The Abstinence Teacher*, Tom Perrotta wades into the murky waters of contemporary American suburbia, fully deploying his proven gift for describing the panic lurking beneath its seemingly placid surface. Already widely known to book and movie audiences for his scathing satire mixed with remarkable compassion in works including *Election* and *Little Children* (both adapted for film, *Little Children* garnering Perrotta an Oscar nomination), this novel once again proves, as declared by the *Los Angeles Times*, “Perrotta’s balance of humor and pathos has no equal.”

SHORTLISTED for the 2011 Man Booker Prize for Fiction A thrilling and powerful novel about a young boy lured to sea by the promise of adventure and reward, with echoes of *Great Expectations*, *Moby-Dick*, and *The Voyage of the Narwhal*. Jamrach’s *Menagerie* tells the story of a nineteenth-century street urchin named Jaffy Brown. Following an incident with an escaped tiger, Jaffy goes to work for Mr. Charles Jamrach, the famed importer of exotic animals, alongside Tim, a good but sometimes spitefully competitive boy. Thus begins a long, close friendship fraught with ambiguity and rivalry. Mr. Jamrach recruits the two boys to capture a fabled dragon during the course of a three-year whaling expedition. Onboard, Jaffy and Tim enjoy the rough brotherhood of sailors and the brutal art of whale hunting. They even succeed in catching the reptilian beast. But when the ship’s whaling venture falls short of expectations, the crew begins to regard the dragon—seething with feral power in its cage—as bad luck, a feeling that is cruelly reinforced when a violent storm sinks the ship. Drifting across an increasingly hallucinatory ocean, the survivors, including Jaffy and Tim, are forced to confront their own place in the animal kingdom. Masterfully told, wildly atmospheric, and thundering with tension, Jamrach’s *Menagerie* is a truly haunting novel about friendship, sacrifice, and survival.

The popular historian shares his views of his own life and on the history of America, in a series of reflections on the Founding Fathers, Native Americans, Theodore Roosevelt, World War II, civil rights, Vietnam, and the writing of history.

Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In *THE ONE MINUTE ENTREPRENEUR*, Ken Blanchard (coauthor of the #1 bestselling business classic *The One Minute Manager*), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man’s challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through One Minute Insights, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Gerber, and Charlie “Tremendous” Jones. Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. *THE ONE MINUTE ENTREPRENEUR* offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

Set during the final 24 hours before the armistice at 11 a.m. on 11th November 1918, the story follows a German storm trooper, an American airman and a British Tommy. Their destinies converge during the death throes of the first ever conflict to spread across the globe. War becomes incredibly personal as nationality and geography cease to matter to each of these teenagers on the Western Front, and friendship becomes the defining aspect of their encounter. But who will live and who will die before the end of the day?

Sometimes, where you think you’re going isn’t where you end up... In the middle of the year, in the middle of her life, Bethanne Hamlin takes a road trip with her daughter, Annie,

and her former mother-in-law, Ruth. They're driving to Florida for Ruth's 50th high-school reunion. A longtime widow, Ruth would like to reconnect with the love of her teenage life. She's curious and maybe even hopeful. Bethanne needs time to reflect, to ponder a decision she has to make—whether or not to reconcile with her ex-husband, Grant, her children's father. Meanwhile, Annie's out to prove to her onetime boyfriend that she can live a brilliant life without him! So there they are, three women driving across America. They have their maps and their directions—but even the best-planned journey can take you to a turn in the road. Or lead you to an unexpected encounter... From Seattle's Blossom Street to the other end of the country, this is a trip that could change three women's lives.

Archer accuses Bagster of raping Celine, and goes to Kingsten, demanding a public trial. But the trial does not go as planned. Instead of Bagster, it's Archer who is accused, betrayed and condemned by false evidence. Archer finds himself in very bad predicament, with the real possibility of permanent exile from the colony looming...

This is the first book of its kind that calls attention to an important fact: parents can make a tremendous impact on their child through behavioral practices taught at home. Dr. Barbera has created a tool kit that any parent can use to help remediate--and in some cases eliminate--some symptoms of autism and other developmental delays in young children, even in as little as 15 minutes a day. Developmental delays and signs of autism usually show up before 18 months of age, yet children are often not diagnosed until they are 4 or 5 years old. In Turn Autism Around, Dr. Mary Barbera explains why parents can't afford to worry and wait in long lines for evaluations and treatment while not knowing how to help their children. She empowers parents, caregivers, and early intervention professionals to regain hope and take back control with simple strategies to dramatically improve outcomes for their children. Dr. Barbera has created a new approach to teaching kids with developmental delays that uses the science of Applied Behavior Analysis (ABA) married with a positive, child-friendly methodology that any parent can use--whether or not their child has delays--to learn to teach communication skills, socialization strategies, as well as tackle sleep, eating, potty training, and behavior challenges in a positive, effective, and lasting way. Turn Autism Around is the first book of its kind that calls attention to an important fact: parents can make a tremendous impact on their child's development through behavioral practices taught at home, even in as little as 15 minutes a day. Her program shows these autism and developmental delays can be remediated, and in some cases, delays can be caught up altogether, if parents intervene while the child is young. This book is for parents of young children aged one-to-five years who are passionate about helping their child as well as learning how they can change the trajectory of their child's and family's life.

Told in the parable format of The One Minute Manager, this work draws on the model and messages of Jesus as a source of practical lessons in effective leadership. Recounting the story of a teacher, a minister and a marketplace leader who support one another in their leadership challenges, this book offers unexpected and exceptional answers to tough leadership issues. The authors offer simple strategies for bringing vision - and values - to the workplace by examining messages and examples from the Bible.

In this newly released edition of one of his classic books, The One Minute Sales Person, Spencer Johnson, the author of the number one New York Times bestseller Who Moved My Cheese?, shows you how to sell your ideas, products, or services successfully! This is the book that has proved to be a must-have for the millions of people who were looking for the quickest way to improve their selling skills. In these changing times, Spencer Johnson, coauthor of The One Minute Manager®, shows you how the phenomenal One Minute® methods can bring real and lasting sales success with the least amount of time and effort. You will learn how to enjoy your job and your life more as you discover the effective secrets of "self-management," the integrity of "selling on purpose," and the liberating "wonderful paradox" of helping others get what they want so you can get what you need. The One Minute Sales Person is a clear, easy and invaluable guide that works for both you and the people you sell to, for your financial prosperity and personal well-being. In short, it is a classic Spencer Johnson bestseller that can help you enjoy more success with less stress.

NEW EDITION, REVISED AND UPDATEDThe first edition of Full Steam Ahead!-an international bestseller that was translated into twenty-two languages-pioneered the concept of vision as the vital ingredient for truly satisfying long-term success. In this new edition, Ken Blanchard and Jesse Lyn Stoner offer new content and new resources to help you create and communicate a vision that will radically transform your work and your life. When do we need vision? During times of growth, change, or opportunity-so that we know we're headed in the right direction. We also need vision during times of uncertainty.

Reveals techniques for cultivating useful contacts in business and at leisure, from targeting the right people to staying in touch with them to asking for favors

The One Minute Manager, published in 1982, took the world by storm. More than 13 million copies have been sold in this country and it has been translated into more than 25 languages, making it one of the most influential books about business management ever written. The second book in this record-breaking series, Putting the One Minute Manager to Work, turns the three secrets of One Minute Management into day-to-day skills and shows how they work in real-life situations. By going straight to boardrooms and assembly lines for their examples, the authors put the One Minute concepts into working systems that directly affect a company's bottom line. Here is the next step in the revolutionary, simple, and uniquely effective system that is changing how the world runs business.

Take Care of Your Customers--or Someone Else Will! Legendary Service Great customer service is a concept organizations love to be known for. Yet most people consider the service they receive to be average, at best. Successful companies make the connection between legendary customer service and a thriving business--they recognize that the way employees treat customers is directly related to the way managers treat employees. Kelsey Young is an optimistic but disillusioned sales associate working her way through college. Her world opens up when one of her professors challenges her to create a culture of service at her workplace by putting the five components of Legendary Service into practice. Although Ferguson's, the store where Kelsey works, certainly isn't known for service excellence, Kelsey believes she can make a positive difference. She quickly learns that culture change isn't easy--and that her role as a frontline employee is more significant than she ever could have imagined. In characteristic Blanchard style, Legendary Service: The Key Is to Care is a quick and entertaining read for people at all organizational levels in every industry. When applied, its lessons will have a profound impact on the service experience your customers will receive. Whether a CEO or a part-time employee, every person can make a difference--and customer service is everyone's job. PRAISE FOR LEGENDARY SERVICE: "Read this book and establish a service culture in your organization." -- Horst Schulze, Chairman/CEO, Capella Hotel Group "Legendary Service has great learnings for people at all organizational levels: for executives and managers, the value of a service culture; and for frontline staff, the reality that they are the face of the company and can make a difference. Legendary service--it's everyone, always." -- Mark King, CEO and President, TaylorMade Golf "Everything I know about service I learned from my career at Hilton Hotels, Marriott International, The Walt Disney Company, and Ken Blanchard. The One Minute Manager dramatically changed my thinking 32 years ago. Legendary Service will teach the next generation how to deliver sensational service. Buy it, study it, implement it." -- Lee Cockerell, Executive Vice

President, Walt Disney World (Retired & Inspired), and author of *Creating Magic* and *The Customer Rules* "Kathy Cuff and Vicki Halsey have created a fantastic customer service model called ICARE. When you add their voices to that of the master storyteller Ken Blanchard, you have a masterpiece entitled *Legendary Service*. It is a must-read for everyone who, like me, has a passion for service." -- Colleen Barrett, President Emeritus, Southwest Airlines, and coauthor of *Lead with LUV* "Ken Blanchard has done it again and delivered the right book at the right time. *Legendary Service* provides the essentials of hospitality and servant leadership in a way that everyone can adopt--right now--today!" -- John Caparella, President and COO, The Venetian, The Palazzo, and Sands Expo "Ken, Kathy, and Vicki show us how to change everyday service events into memorable experiences. Their book is a must-read for anyone unwilling to accept mediocrity." -- Leonardo Inghilleri, coauthor of *Exceptional Service, Exceptional Profit*

10TH ANNIVERSARY EDITION, REVISED AND UPDATED In this new edition of their classic business fable, Ken Blanchard and Mark Miller get at the heart of what makes a leader successful. Newly promoted but struggling young executive Debbie Brewster asks her mentor the one question she desperately needs answered: "What is the secret of great leaders?" His reply—"great leaders serve"—flummoxes her, but over time he reveals the five fundamental ways that leaders succeed through service. Along the way she learns: • Why great leaders seem preoccupied with the future • How people on the team ultimately determine your success or failure • What three arenas require continuous improvement • Why true success in leadership has two essential components • How to knowingly strengthen—or unwittingly destroy—leadership credibility The tenth anniversary edition includes a leadership self-assessment so readers can measure to what extent they lead by serving and where they can improve. The authors also have added answers to the most frequently asked questions about how to apply the SERVE model in the real world. As practical as it is uplifting, *The Secret* shares Blanchard's and Miller's wisdom about leadership in a form that anyone can easily understand and implement. This book will benefit not only those who read it but also the people who look to them for guidance and the organizations they serve.

ABLAZE proudly presents...GUNG-HO...a "spiritual successor" to *The Walking Dead*! If you like *The Walking Dead*, you'll love GUNG-HO... In the near future, the "White Plague" has almost completely decimated humanity, and civilization is only a sweet memory. The world as a whole has become a danger zone, where survival is only possible within towns or fortified villages. Enter orphaned brothers Zack and Archer Goodwoody, troublemaking teens who have just arrived at Fort Apache, and about to learn the hard rules of integration into the colony. Outside the walls lies a hostile and deadly environment, but inside is also a dangerous place, as the boys are about to find out. Benjamin von Eckartsberg and Thomas von Kummant deliver a creative and visual tour de force with jaw-dropping artwork that will transport you to a brand new post-apocalyptic world where the tension is palpable, and the wrong move will get you killed...or worse.

Globally acclaimed leadership development expert, Phillip Van Hooser, teaches the ground rules of common sense leadership There are just some things every leader ought to know – like how to earn an employee's respect, how to be truthful and be taken seriously as a leader. Leaders should also realize and recognize the negative habits and counter-productive behaviors that can be their downfall. Certain to be one of your top books on personal leadership development, *Leaders Ought To Know* will get all leaders -- new leaders, mid-level or executive managers -- familiar with the ground rules of leadership. Kick start your company's leadership development program with this common sense guide from Phillip Van Hooser, a top leadership development expert -- learn how to do more of the right things while avoiding the common leadership mistakes that trip up so many.

High Five! combines the spellbinding charm of a timeless parable with cutting-edge information about why teams are important and what individuals and organizations can do to build successful ones. Through the story of Alan Foster, a workplace one-man band, *High Five!* identifies the four key ingredients of winning teams. Although Alan is an effective producer, he is unwilling to share the spotlight by partnering on projects and is fired because, as his boss puts it, "Alan, we need good producers who are good team players, too." It is a bitter pill for him to swallow. While mulling over his disappointment, he takes his son to his grade-five hockey practice, where it is clear that his son's team, the Riverbend Warriors, knows nothing about teamwork, either. When the team's two overworked coaches learn of Alan's plight, they persuade him to join their ranks, and he finds himself charged with teaching himself and the players the meaning of teamwork. With the help of a woman friend—a former girls' basketball coach who has "won more high school basketball championships than anyone"—Alan and the Warriors learn the magic of teamwork and that "none of us is as smart as all of us." With its simple style and easy-to-follow techniques, *High Five!* is a must-read for anyone seeking to learn the value and power of teamwork.

A new edition based on the timeless business classic—updated to help today's readers succeed more quickly in a rapidly changing world. For decades, *The One Minute Manager*® has helped millions achieve more successful professional and personal lives. While the principles it lays out are timeless, our world has changed drastically since the book's publication. The exponential rise of technology, global flattening of markets, instant communication, and pressures on corporate workforces to do more with less—including resources, funding, and staff—have all revolutionized the world in which we live and work. Now, Ken Blanchard and Spencer Johnson have written *The New One Minute Manager* to introduce the book's powerful, important lessons to a new generation. In their concise, easy-to-read story, they teach readers three very practical secrets about leading others—and explain why these techniques continue to work so well. As compelling today as the original was thirty years ago, this classic parable of a young man looking for an effective manager is more relevant and useful than ever.

Uses the success of the world's largest restaurant chain to explain how a company of any size can develop a unified, people first, customer-oriented approach to doing business.

How can you become a more successful manager, a stronger team leader and a motivator who gets the best results from a group? Ken Blanchard's inspiring new book provides the answer. In a beguiling, sometimes humorous fashion, *THE LEADERSHIP PILL* conjures up a tantalizing possibility: What if there was a pill that could stimulate the natural powers of the mind and body to provide leadership? In the story, an amazing new pill heightens one leader's powers, but contains the wrong ingredients, stimulating him in a short-sighted direction. He is coercive, obsessed with immediate results and drives his team relentlessly until, after a brief spike in performance, they suffer early burnout. In contrast, the 'Effective Leader', working without a pill, inspires and supports his team. He supplies the right ingredients, earning the respect and trust of his team with a blend of integrity, partnership and affirmation. Ultimately it is recognised that there is more to effective leadership than a wonder 'pill'. Destined to be a transforming experience for thousands of readers, *THE LEADERSHIP PILL* shows how to apply the right techniques, no matter how pressured a business situation.

In the newly updated edition of this classic empowerment business fable—over 400,000 copies sold—Ken Blanchard and John Carlos show you how to shift to an empowered, employee-driven work environment. *Empowerment Takes More Than a Minute* tells the story of a young manager whose attempts to turn his troubled company around through traditional top-down, command-and-control management are failing. Reluctantly, he contacts an expert in empowerment, even though he feels like he's already tried that approach. Step by step, the expert helps him understand why his past and present efforts have fallen short and figure out what he needs to do to create an empowered workforce. The process as it unfolds is complex, paradoxical, and counterintuitive—but well worth the effort. This new edition dispels the notion that empowerment is a bygone fad. No matter what its name, the essential concept—that organizations can achieve extraordinary results by recognizing and taking advantage of the skills, experience, and knowledge already existing in the organization—will always be relevant. Although sometimes arduous, the journey to empowerment is well worth embarking on. In fact, unleashing

the power of people in an organization may be the only way to continue to do business in a competitive, complicated marketplace.

Now a New York Times Bestseller Paris was practically perfect... Craig Carlson was the last person anyone would expect to open an American diner in Paris. He came from humble beginnings in a working-class town in Connecticut, had never worked in a restaurant, and didn't know anything about starting a brand-new business. But from his first visit to Paris, Craig knew he had found the city of his dreams, although one thing was still missing—the good ol' American breakfast he loved so much. Pancakes in Paris is the story of Craig tackling the impossible—from raising the money to fund his dream to tracking down international suppliers for "exotic" American ingredients... and even finding love along the way. His diner, Breakfast In America, is now a renowned tourist destination, and the story of how it came to be is just as delicious and satisfying as the classic breakfast that tops its menu.

From a gifted young writer, the story of his quest to reclaim his family's apartment building in Poland—and of the astonishing entanglement with Nazi treasure hunters that follows Menachem Kaiser's brilliantly told story, woven from improbable events and profound revelations, is set in motion when the author takes up his Holocaust-survivor grandfather's former battle to reclaim the family's apartment building in Sosnowiec, Poland. Soon, he is on a circuitous path to encounters with the long-time residents of the building, and with a Polish lawyer known as "The Killer." A surprise discovery—that his grandfather's cousin not only survived the war, but wrote a secret memoir while a slave laborer in a vast, secret Nazi tunnel complex—leads to Kaiser being adopted as a virtual celebrity by a band of Silesian treasure seekers who revere the memoir as the indispensable guidebook to Nazi plunder. Propelled by rich original research, Kaiser immerses readers in profound questions that reach far beyond his personal quest. What does it mean to seize your own legacy? Can reclaimed property repair rifts among the living? Plunder is both a deeply immersive adventure story and an irreverent, daring interrogation of inheritance—material, spiritual, familial, and emotional.

This is the story of a One Minute Manager who was so successful in every way that he forgot one important thing: He forgot to stay physically fit. He was so much in demand that he ate on the run, didn't take time to exercise, and all the while saw his weight balloon and his breath grow shorter. He soon discovered success in business was endangering his health. His life was out of balance. For all those busy, achieving people with overcrowded schedules, here is a useful blueprint that shows how to manage stress and make a lifetime commitment to fitness and well-being. By following four important strategies for balancing a complicated life, everyone can get their bodies back into shape and their lives into proper perspective. The One Minute Manager Balances Work and Life offers a way to achieve not only a new, healthier style of living but increased productivity as well. For the millions of readers of Ken Blanchard's bestselling books—including Raving Fans and Gung Ho!—here's invaluable advice for getting the most out of life.

Ken Blanchard and Sheldon Bowles, co-authors of the New York Times business bestseller Raving Fans, are back with Gung Ho! Here is an invaluable management tool that outlines foolproof ways to increase productivity by fostering excellent morale in the workplace. It is a must-read for everyone who wants to stay on top in today's ultra-competitive business world. Raving Fans taught managers how to turn customers into full-fledged fans. Now, Gung Ho! brings the same magic to employees. Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, Blanchard and Bowles reveal the secret of Gung Ho—a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organization. The three principles of Gung Ho are: The Spirit of the Squirrel The Way of the Beaver The Gift of the Goose These three cornerstones of Gung Ho are surprisingly simple and yet amazingly powerful. Whether your organization consists of one or is listed in the Fortune 500, this book ensures Gung Ho employees committed to success. Gung Ho! also includes a clear game plan with a step-by-step outline for instituting these groundbreaking ideas. Destined to become a classic, Gung Ho! is a rare and wonderful business book that is packed with invaluable information as well as a compelling, page-turning story. Management legend Ken Blanchard and master entrepreneur Sheldon Bowles are back with Gung Ho!, revealing a surefire way to boost employee enthusiasm, productivity, and performance and usher in astonishing results for any organization. Raving Fans brilliantly schooled managers on how to turn customers into raving fans. Gung Ho! now brings the same magic to employees. Here is the story of how two managers saved a failing company and turned in record profits with record productivity. The three core ideas of Gung Ho! are surprisingly simple: worthwhile work guided by goals and values; putting workers in control of their production; and cheering one another on. Their principles are so powerful that business leaders, reviewing the manuscript for Ken and Sheldon, have written to say, "Sorry. Ignored instructions. Have photocopied for everyone. I promise to buy books, but can't wait. We need now!" Like Raving Fans, Gung Ho! delivers.

An All-Pro line-up of writers including Red Smith, Frank Deford, Jimmy Breslin, George Plimpton, Richard Price, Charles Pierce, Michael Lewis, and Roy Blount Jr tackle our most popular pastime: Since football's meteoric rise in the mid-twentieth century, the standout writers on the sport have gone behind and beyond the spectacle to reveal the complexity, the contradictions, and the deeper humanity at the heart of the game. Now, in a landmark collection, The Library of America brings together the very best of their work: gems of deadline reportage, incisive longform profiles of football's storied figures, and autobiographical accounts by players and others close to the game. Celebrating the sport without shying away from its sometimes devastating personal and social costs, the forty-four pieces gathered here testify to football's boundless capacity to generate outsized characters and memorable tales.

"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans." This, in a nutshell, is the advice given to a new Area Manager on his first day—in an extraordinary business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line results. Written in the parable style of The One Minute Manager, Raving Fans uses a brilliantly simple and charming story to teach how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature—not just another program of the month. America is in the midst of a service crisis that has left a wake of disillusioned customers from coast to coast. Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace—and turn their

customers into raving, spending fans.

One of the most acclaimed books of our time—the definitive Vietnam War exposé and the winner of the Pulitzer Prize and the National Book Award. When he came to Vietnam in 1962, Lieutenant Colonel John Paul Vann was the one clear-sighted participant in an enterprise riddled with arrogance and self-deception, a charismatic soldier who put his life and career on the line in an attempt to convince his superiors that the war should be fought another way. By the time he died in 1972, Vann had embraced the follies he once decried. He died believing that the war had been won. In this magisterial book, a monument of history and biography that was awarded the National Book Award and the Pulitzer Prize for Nonfiction, a renowned journalist tells the story of John Vann—"the one irreplaceable American in Vietnam"—and of the tragedy that destroyed a country and squandered so much of America's young manhood and resources.

The Mulligan Participant's Guide is designed for use with The Mulligan six-session DVD group study. Golf pro Wally Armstrong and author Ken Blanchard walk you through time-tested steps for improving your golf game and your life. Told through the eyes of Paul McAllister, the Ivy League--educated founder of a multimillion dollar business, this inspiring story about relationships, forgiveness, and priorities is the shot of grace Christians have been looking for. Golf's gracious do-over, a mulligan is the beginning of Paul's own second chance. Guided by the wisdom and advice of an old pro, Paul learns about priorities, self-confidence, and playing a good game both on and off the course. For anyone who ever wanted a second chance, in the grip of golf pro Wally Armstrong and Ken Blanchard, author of the bestselling *The One Minute Manager*, *The Mulligan* becomes a life-changing principle.

"One of the 12 best business books of all time.... Timeless principles of empowering leadership." – USA Today "The best how-to manual anywhere for managers on delegating, training, and driving flawless execution." —FORTUNE Since *Turn the Ship Around!* was published in 2013, hundreds of thousands of readers have been inspired by former Navy captain David Marquet's true story. Many have applied his insights to their own organizations, creating workplaces where everyone takes responsibility for his or her actions, where followers grow to become leaders, and where happier teams drive dramatically better results. Marquet was a Naval Academy graduate and an experienced officer when selected for submarine command. Trained to give orders in the traditional model of "know all–tell all" leadership, he faced a new wrinkle when he was shifted to the *Santa Fe*, a nuclear-powered submarine. Facing the high-stress environment of a sub where there's little margin for error, he was determined to reverse the trends he found on the *Santa Fe*: poor morale, poor performance, and the worst retention rate in the fleet. Almost immediately, Marquet ran into trouble when he unknowingly gave an impossible order, and his crew tried to follow it anyway. When he asked why, the answer was: "Because you told me to." Marquet realized that while he had been trained for a different submarine, his crew had been trained to do what they were told—a deadly combination. That's when Marquet flipped the leadership model on its head and pushed for leadership at every level. *Turn the Ship Around!* reveals how the *Santa Fe* skyrocketed from worst to first in the fleet by challenging the U.S. Navy's traditional leader-follower approach. Struggling against his own instincts to take control, he instead achieved the vastly more powerful model of giving control to his subordinates, and creating leaders. Before long, each member of Marquet's crew became a leader and assumed responsibility for everything he did, from clerical tasks to crucial combat decisions. The crew became completely engaged, contributing their full intellectual capacity every day. The *Santa Fe* set records for performance, morale, and retention. And over the next decade, a highly disproportionate number of the officers of the *Santa Fe* were selected to become submarine commanders. Whether you need a major change of course or just a tweak of the rudder, you can apply Marquet's methods to turn your own ship around.

With *Big Bucks!* bestselling authors Ken Blanchard and Sheldon Bowles unlock the secrets of making serious money for both you and your company. Through a series of easy-to-follow steps and powerful strategies, Blanchard and Bowles show how anyone can create lasting wealth. By focusing on concepts like commitment, intensity, purpose, and even fun, the authors have crafted a totally new--and irresistible--paradigm for unlimited success. Written in the parable style of their previous books, *Raving Fans* and *Gung Ho!*, which were *Business Week*, *New York Times*, and *Wall Street Journal* business bestsellers, *Big Bucks!* introduces Len, who doesn't just want more money--he wants to be a millionaire. Under the direction and guidance of a group of mentors, Len must overcome three challenges on his way to attaining more wealth than he ever dreamed possible. Len learns that these three tests can be undertaken by any individual or organization in the pursuit of big bucks. And he also sees that while making big money, he can accomplish even more valuable achievements by being generous with his time, talents, and prosperity. Packed with practical advice, *Big Bucks!* is a must-read for any individual or business professional seeking wealth. It's destined to become one of the major money books in the twenty-first century.

With this extraordinary first volume in what promises to be an epoch-making masterpiece, Neal Stephenson hacks into the secret histories of nations and the private obsessions of men, decrypting with dazzling virtuosity the forces that shaped this century. As an added bonus, the e-book edition of this *New York Times* bestseller includes an excerpt from Stephenson's new novel, *Seveneves*. In 1942, Lawrence Pritchard Waterhouse—mathematical genius and young Captain in the U.S. Navy—is assigned to detachment 2702. It is an outfit so secret that only a handful of people know it exists, and some of those people have names like Churchill and Roosevelt. The mission of Waterhouse and Detachment 2702—commanded by Marine Raider Bobby Shaftoe—is to keep the Nazis ignorant of the fact that Allied Intelligence has cracked the enemy's fabled Enigma code. It is a game, a cryptographic chess match between Waterhouse and his German counterpart, translated into action by the gung-ho Shaftoe and his forces. Fast-forward to the present, where Waterhouse's crypto-hacker grandson, Randy, is attempting to create a "data haven" in Southeast Asia—a place where encrypted data can be stored and exchanged free of repression and scrutiny. As governments and multinationals attack the endeavor, Randy

joins forces with Shaftoe's tough-as-nails granddaughter, Amy, to secretly salvage a sunken Nazi submarine that holds the key to keeping the dream of a data haven afloat. But soon their scheme brings to light a massive conspiracy with its roots in Detachment 2702 linked to an unbreakable Nazi code called Arethusa. And it will represent the path to unimaginable riches and a future of personal and digital liberty...or to universal totalitarianism reborn. A breathtaking tour de force, and Neal Stephenson's most accomplished and affecting work to date, Cryptonomicon is profound and prophetic, hypnotic and hyper-driven, as it leaps forward and back between World War II and the World Wide Web, hinting all the while at a dark day-after-tomorrow. It is a work of great art, thought and creative daring; the product of a truly iconoclastic imagination working with white-hot intensity.

The insider whose warnings about terrorism on U.S. soil went unheeded—and whose book *Against All Enemies* rocketed to the top of bestseller lists—now presents his first novel: an all-too-believable story of politics, oil, espionage, and the earthshaking consequences that may lie at the end of the road ahead... Brian Douglas, working for British intelligence, is in Bahrain's five-star Diplomat Hotel when the bomb goes off. He's as used to carnage as one can be, after his years in Iraq. But much has changed since that war. The sheiks have been driven out of Saudi Arabia—now called Islamyah—and Iraq has become a virtual puppet of Iran, now packing nuclear heat. The coalition forces are long gone from Saddam's homeland, after pulling out their troops and leaving the mess behind. But the mess isn't going away, as this latest bombing suggests. And as Douglas and others try to sort out agendas and loyalties, motives and manipulations, the Middle East grows ever hotter—and this time withdrawal may not be an option...

The first of a three-novel series, *Mission Compromised* introduces Major Peter J. Newman, a U.S. marine assigned to fill a top-secret White House National Security Council staff position. In these novels, Newman discovers secrets such as how covert missions are being compromised, why high-ranking FBI and CIA spies rarely go on trial, and why the United Nations has a military command center. In this first book, a mission to the Middle East to eliminate top terrorist leaders, including Osama Bin Laden and Saddam Hussein is compromised when a top official tips off the intended targets. Everyone on the mission is killed except Peter Newman. Now Newman must find out what happened—and why.

Gung Ho! Harper Collins

A compendium of straightforward techniques on how to accentuate the positive and redirect the negative, increasing productivity at work and at home. What do your people at work and your spouse and kids at home have in common with a five-ton killer whale? Probably a whole lot more than you think, according to top business consultant and mega-bestselling author Ken Blanchard and his coauthors from SeaWorld. In this moving and inspirational new book, Blanchard explains that both whales and people perform better when you accentuate the positive. He shows how using the techniques of animal trainers -- specifically those responsible for the killer whales of SeaWorld -- can supercharge your effectiveness at work and at home. When gruff business manager and family man Wes Kingsley visited SeaWorld, he marveled at the ability of the trainers to get these huge killer whales, among the most feared predators in the ocean, to perform amazing acrobatic leaps and dives. Later, talking to the chief trainer, he learned their techniques of building trust, accentuating the positive, and redirecting negative behavior -- all of which make these extraordinary performances possible. Kingsley took a hard look at his own often accusatory management style and recognized how some of his shortcomings as a manager, spouse, and father actually diminish trust and damage relationships. He began to see the difference between "GOTcha" (catching people doing things wrong) and "Whale Done!" (catching people doing things right). In *Whale Done!*, Ken Blanchard shows how to make accentuating the positive and redirecting the negative the best tools to increase productivity, instead of creating situations that demoralize people. These techniques are remarkably easy to master and can be applied equally well at home, allowing readers to become better parents and more committed spouses in their happier and more successful personal lives.

Ken Blanchard is one of America's best-known leadership and business experts. And now he helps you understand and experience the art of influence by revealing the greatest life and leadership lessons he's learned in his rich career as an educator and business leader. *The Heart of a Leader* offers Blanchard's insight and wisdom on: Choosing values Aiming for excellence Maintaining integrity Finding the courage to change Helping others reach their potential And much more Arranged with your busy schedule in mind, this book offers you Blanchard's most important concepts in an accessible format. You can reach for instant motivation and insight on a daily basis or soak it up in one reading. Powerfully challenging and deeply inspiring, *The Heart of a Leader* will enable you to develop the courageous heart of a true leader. master key attitudes and actions to impact lives around you. and enjoy the profound wisdom that only Ken Blanchard can deliver.

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