

Mastering The Rockefeller Habits What You Must Do To Increase The Value Of Your Growing Firm

#1 NEW YORK TIMES BESTSELLER • More than two million copies in print! The premier resource for how to deliver results in an uncertain world, whether you're running an entire company or in your first management job. "A must-read for anyone who cares about business."—The New York Times When Execution was first published, it changed the way we did our jobs by focusing on the critical importance of "the discipline of execution": the ability to make the final leap to success by actually getting things done. Larry Bossidy and Ram Charan now reframe their empowering message for a world in which the old rules have been shattered, radical change is becoming routine, and the ability to execute is more important than ever. Now and for the foreseeable future:

- Growth will be slower. But the company that executes well will have the confidence, speed, and resources to move fast as new opportunities emerge.
- Competition will be fiercer, with companies searching for any possible advantage in every area from products and technologies to location and management.
- Governments will take on new roles in their national economies, some as partners to business, others imposing constraints. Companies that execute well will be more attractive to government entities as partners and suppliers and better prepared to adapt to a new wave of regulation.
- Risk management will become a top priority for every leader. Execution gives you an edge in detecting new internal and external threats and in weathering crises that can never be fully predicted. Execution shows how to link together people, strategy, and operations, the three core processes of every business. Leading these processes is the real job of running a business, not formulating a "vision" and leaving the work of carrying it out to others. Bossidy and Charan show the importance of being deeply and passionately engaged in an organization and why robust dialogues about people, strategy, and operations result in a business based on intellectual honesty and realism. With paradigmatic case histories from the real world—including examples like the diverging paths taken by Jamie Dimon at JPMorgan Chase and Charles Prince at Citigroup—Execution provides the realistic and hard-nosed approach to business success that could come only from authors as accomplished and insightful as Bossidy and Charan.

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What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, *The Progress Principle* equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

Be the Driving Force Behind Your Company's Growth Robert H. Bloom has discovered that every enterprise has at least one strategic asset—one existing strength—that can form the foundation for future growth. He calls this an Inside Advantage. This strength usually lies unrecognized in an activity the business is currently performing or in a concept or an idea that the business already owns. Finding this hidden potential and becoming well known for it will grow the business. This strategy reflects Bloom's 45 years of experience in growing businesses and brands of every size and type, including famous companies such as Southwest Airlines, T-Mobile, T.G.I. Friday's, Zales, Nestlé, and L'Oréal, as well as not-so-famous B2B firms, not-for-profit organizations, and start-ups. Now, through his Growth Discovery Process, he is making his strategy available to all people who know their craft but don't know how to craft a growth strategy. Bloom's process is a plain-language path of discovery with only four steps. Whether you are a business leader, a manager, or an entrepreneur, this Growth Discovery Process will enable you to gain a profound insight into the core values of your enterprise. It will guide you to a clear understanding of who your customers are and what your special offerings to those customers should be. Finally, the process will stimulate a host of ideas—what Bloom calls Imaginative Acts—for highlighting your Inside Advantage and making it well known to current and prospective customers. Doing what you're good at and doing it better than anyone else will create growth. The Inside Advantage will help you capture that magic moment when customers will select your product or service over those of your competitors.

Three-time Navy SEAL platoon commander and founder of Perfect Fitness reveals how to put together teams that can accomplish any objective—by leveraging an unexpected set of values and priorities. SEALs and civilians operate in extremely different environments, but what makes both kinds of teams excel comes down to the same thing: service to others, trust, empathy, and a caring environment. Alden Mills has experience working in both the military and the private sector, as a SEAL platoon commander and as a startup founder of Perfect Fitness. He's seen firsthand what it takes to lead an unstoppable team of individuals. Teams are nothing more than a series of interconnected relationships with a collective, single-minded focus. Success almost never depends on individual talent and valor; instead, Alden Mills shows, it depends, first, on creating a strong foundation for yourself and, second, using that foundation to help others go beyond their individual pursuits and talents to create something bigger and better—an unstoppable team.

Unstoppable Teams show managers at every level, at both large and small organizations, including private, public, and nonprofit, how to inspire, motivate, and lead the people around them. Mills draws on stories from his own experiences to impart these surprising team-building lessons: Too many people mistake groups of individuals for a team. No

two people are alike, but we all have the same genetic drivers that motivate us—our will to survive, our ego-driven desire for personal gain, and our soul-driven yearning to be a part of something greater than ourselves. When we override our fears about survival, we can focus on our desire to thrive. The more you care for your teammates, the more they will dare for the team. Great ideas are not reserved for a select few—true teams embrace diversity of thought to find winning ideas. These lessons aren't exclusive to the Navy SEALs; they are used by successful entrepreneurs, nonprofit leaders, coaches, and sport captains—and now you can master them too. *Unstoppable Teams* is the handbook for how to build care-based teams that will push people to achieve more than they ever thought possible.

A Simple system to help your team execute better and faster All growing companies encounter ceilings of complexity, usually when they hit certain employee or revenue milestones. In order to burst through ceiling after ceiling and innovate with growth, a company must develop a reliable system that prompts leaders to be proactive and pivot when the need arises. Drawing on his experience as a successful serial entrepreneurial and speaker, author Patrick Thean demonstrates how to identify the signs of setbacks before they occur, track those signs, and make adjustments to keep your plan on track and accelerate growth. Thean introduces a simple system to empower everyone in your company to be focused, aligned, and accountable, a three-rhythm process for effective execution: • Think Rhythm: A rhythm of strategic thinking to keep your teams focused and working on the future of your business. • Plan Rhythm: A rhythm of planning that will allow you to choose the right priorities and get your departments or divisions aligned with those priorities. • Do Rhythm: A rhythm of executing your plan and making effective and timely adjustments every week. Thean's process applies to any growing business and ensures that your organization gets into the habit of achieving success, week after week, quarter after quarter, year after year.

"Provides easy-to-use tools for making strategically smart decisions and for keeping everyone aligned and accountable to those decisions." - cover.

Every company needs a 3HAG--a 3 Year Highly Achievable Goal! The 3HAG WAY is a prescriptive framework that takes the guessing out of your strategy and ensures that you and your whole team are confident in where you are going. It breaks your strategy down into a clear and simple picture--so clear and simple that the whole team will be able to see where the company is going and where it will end up in three years' time. This strategic clarity will align, engage, and empower your team to make confident decisions in order to achieve your 3HAG. You'll find step-by-step instructions to gut out your first 3HAG while building the confidence required to execute with speed toward your goals. The core purpose of this book is to have a significant impact on CEOs, leaders, and their companies and enable them to confidently realize their goals more quickly than they thought possible. And by achieving these goals they will positively impact their families and their communities. Whether you run a team of four, forty or 40,000, the tools and framework in this book will help you articulate your company's strategy in simple terms and create a Strategic Execution System that works. We're going to take each step of the strategy and break it down for you so that you know exactly how to take these steps and why they're critical to achieving your goal.

Habit begins with a revolutionary premise—95% of human behavior is controlled by the unconscious mind. This fact exposes the central flaw in marketing theory, market research, and a preponderance of business strategy—that customers are consciously aware of what they're doing. Habit explains why 80% of new products fail, why billions of advertising dollars are wasted every year, and why even satisfied customers aren't loyal. In *Habit*, Dr. Neale Martin persuasively contends that recent research from the brain sciences reveals that our brain evolved two minds—and marketing is focused on the wrong one. By explaining how the mind actually works, Martin shows how 50 years of marketing theory is deeply flawed, and how your customers' habits thwart even your costliest marketing campaigns. Habit explains in practical terms how to work with both your customers' executive and habitual minds to not only make sales but more importantly, create loyalty. You'll discover how behavior actually rewires your customers' mind—and how to leverage this by refocusing on behavior, not on attitudes and beliefs. Martin offers a complete process for working with customers' unconscious and conscious minds together, to become your customer's habit, not just their choice. Using these techniques, you can finally achieve the twin holy grails of marketing: higher customer retention, and greater long-term profitability. Why focusing on customer satisfaction is a waste of time Prioritizing customer satisfaction ignores a crucial reality: 85% of customers who defect report being satisfied! How to establish a beachhead in your potential customer's unconscious Teach new buying habits through cause and effect, reward and repetition Why you should keep your regular customers from thinking about you Learn how to keep repurchase behavior on permanent autopilot

Micromanagement is a killer. Surveys indicate that 79% of workers believe that they have been micromanaged, with 71% reporting that it has interfered with their ability to perform their job. The impact: micromanagement keeps most organizations from attaining optimal success, or sometimes from achieving any success at all. Fortunately, you have the solution. *Flip the Pyramid* shows you how to supercharge the efficiency of your organization, creating a powerful tribal culture that not only engages, aligns and empowers the talents of every last employee, but ultimately transcends the company itself to fully engage your customers. *Flip the Pyramid* turns the traditional org chart on its head, showing how to fully engage the innovation and power in each individual to take your company to the top.

We all understood As, Bs and Cs in school. Do you know what it takes to be an A Player in business? The *A Player* shows us how.

Explores how a personal relationship with money affects financial stability and presents advice on getting out of debt, setting up a savings plan, and devising a realistic budget which reflects personal values and long term goals.

Here's the hard truth about leadership: it either forces you to get stronger or it slowly destroys your life. There is no in-between. Kevin Lawrence has discovered seventeen habits that allow any leader to transcend the perils of success and keep achieving--habits that have already helped hundreds of CEOs and executives become stronger and more resilient. Obsessed with understanding why successful people crash and burn, Lawrence has studied and tested virtually every leadership theory known to humankind in his two decades as a business advisor. His

straight-talk advice in *Your Oxygen Mask First* will surprise and propel even the most seasoned leaders as he cuts through the platitudes and jargon to share the best tools he has found to ensure your survival, no matter how high you fly.

BIZ DEV DONE RIGHT is devoted to helping business owners, sales VPs, and sellers uncover and manage the blind spots in the sales process that keep you from the success you deserve. Learn the practical and powerful information you need to IMMEDIATELY accelerate next level results. When business development is done right, there is no limit to what your company can accomplish!

Since it was first published in 1986, *Growing Pains* has become a classic resource for understanding how start-ups can make the transition to become large, professionally-managed organizations that maintain the special spark that launched them. In the fourth edition of *Growing Pains*, authors Eric Flamholtz and Yvonne Randle have thoroughly revised and updated the book to include new ideas and concepts including information about strategic planning, Sarbanes-Oxley, family businesses, and overcoming growing pains, as well as new examples and cases of companies.

A Fast Company blogger and former McKinsey consultant profiles the next generation business strategists: the "Outthinkers" "Outthinkers" are entrepreneurs and corporate leaders with a new playbook. They see opportunities others ignore, challenge dogma others accept as truth, rally resources others cannot influence, and unleash new strategies that disrupt their markets.

Outthink the Competition proves that business competition is undergoing a fundamental paradigm shift and that during such revolutions, outthinkers beat traditionalists. *Outthink the Competition* presents stories of breakthrough companies like Apple, Google, Vistaprint, and Rosetta Stone whose stunning performances defy traditional explanation and will inspire readers to outthink the competition. Core concepts in the book include: Discover the Eight Dimensions of Disruption Learn to play by the Outthinker Playbook Develop the Five Habits of the Outthinker Implement the Outthinker Process It's time to buck tradition in order to stay ahead. Outthink the competition and uncover opportunities hiding in plain sight.

A unique guide for the crucial start-up phase of a business So much attention goes to business practice and operation, yet the majority of ventures still fail. One area often overlooked is preparation. Too few entrepreneurs ask themselves, what are you supposed to do before you start your start-up? *The Most Successful Small Business in The World* gives you Michael E. Gerber's unique approach to thinking about the meaning of your company by applying his ten critical steps; a process you must go through long before you ever open your door. With these simple principles, based on expert Michael Gerber's years spent helping countless entrepreneurs, you'll take the essential first steps to lay the groundwork for building what Michael E. Gerber calls *The Most Successful Small Business In the World!* Author Michael Gerber has coached, taught, or trained more than 60,000 small businesses in 145 countries Free Webinar with Gerber for book purchasers Gerber's Ten Principles cover everything from defining the meaning of your company, teaching you how to think about systems, the importance of differentiation, perfecting the people within your business, acquiring clients, and more If you're ready to make your business dream more than just a reality, and resolve to do something bigger than you ever imagined, *The Most Successful Small Business In The World* will provide you with a stunningly original process for thinking yourself through it. Yes, you too can create *The Most Successful Small Business In The World*...Michael E. Gerber will show you exactly how to do it.

The Effective Manager is a hands-on practical guide to great management at every level. Written by the man behind *Manager Tools*, the world's number-one business podcast, this book distills the author's 25 years of management training expertise into clear, actionable steps to start taking today.

Learn how small changes can make a big difference in your powers of persuasion with this New York Times bestselling introduction to fifty scientifically proven techniques for increasing your persuasive powers in business and life. Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, *Yes!* reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too. Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, *Yes!* presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Often counterintuitive, the findings presented in *Yes!* will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, *Yes!* shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.

What makes people successful? Is it education? Is it money? Is it something beyond the understanding of humans? Does it require certain skills? Is it just hard work? Is it just a matter of being at the right place in the right time? Is it because they had the right people to guide them? If you have been asking yourself these questions, then you are in the right place. While it is true that almost all the things mentioned above are true to some extent, no one can deny that it takes more than sheer luck to become a success. It requires a lot of hard work. It requires a lot of focus, planning, and management. It requires learning and education. It requires availing oneself of the right opportunities. Success also involves the willingness to take risks and make challenging decisions at the right time and in the right place. Success requires getting rid of negative attitudes and replacing them with positive ones. It requires you to be open to new challenges that take you beyond your comfort zone. Success also requires a person to be constantly learning, changing, adapting, innovating, and keeping up with the times. While all this is easier said than done, it is definitely not an impossible task. If you want to be successful, you need to adopt the habits of successful people. The list of good habits is virtually endless and may vary from one individual to the other. But here in this guide, we will be discussing the 10 best habits that can put you on the road to success. So, let's get started!

People are the problem. They're always the problem. If a business person goes home frustrated, if they talk with their significant other about it, if they lay awake at night stewing about it, inevitably the problem is some person at work--a colleague, subordinate, or boss. Handling people issues is every leader's major headache. It's what takes up the majority of their time and--more important--the bulk of their head space. Every leader can and must develop this most important of all management skills. *The Power of People Skills* will teach you that there's one primary difference between a great culture and a poor one: a great culture insists on having star players in every key seat, and a poor culture tolerates under performers. In this powerful book,

you will learn how to: Make the people decisions that can double your results, relieve your stress, and cause team morale to soar. Attract and retain the very best talent. Deal with difficult people problems in an objective and kind way. Overcome the reluctance we all share to confront under performers. Permanently solve the problems causing most of your stress. More than 25,000 copies sold in three languages! Updated and Expanded with New Content However your past has shaped you, your future is yours to shape, and if you want to shape it for success, you'll find no better coach than Alden Mills. Using the power of a parable and his own experiences as a Navy SEAL and accomplished entrepreneur, Mills shares his proven framework for success as embodied by the action-based acronym UPERSIST: Understand the why; Plan in three dimensions; Exercise to execute; Recognize your reason to believe; Survey your habits; Improvise to overcome; Seek expert advice; and Team up. At the core of Be Unstoppable is the parable of a young skipper who meets a remarkable, seasoned captain. This chance meeting changes the young skipper's direction in life, setting him on course to identify and achieve his dreams. Each chapter concludes with action steps distilled from the story and from Alden's experiences as a U.S. Navy SEAL Commander and a business leader and entrepreneur. You see others who have the things you want money, joy, success and suppose that they were born with special talent or into a family which made these things easy to attain. They are just lucky. What you don't know is that there is a methodology to success. BE UNSTOPPABLE contains a system to gain this vital skillset.

Inside The Way of Innovation, corporate strategist Kaihan Krippendorff explains how you can adapt and thrive by recognizing, understanding, and utilizing the ancient Asian approach to innovation. He illustrates how companies like Microsoft and Nokia use this powerful wisdom, and how you too can pass through the five stages of innovation: Metal (Admit you are stuck) Water (Conceive new winning options) Wood (Assemble your resources) Fire (Break out your innovation) Earth (Make it sustainable) With this book, you have the ancient strategies you need to lead the way to a more productive - and profitable - future.

It's been over a decade since Mastering the Rockefeller Habits was first released, and it has now been replaced by Verne Harnish's new book Scaling Up: How a Few Companies Make It...and Why the Rest Don't. Scaling Up is now available for pre-sale and will be officially released on October 21, 2014. In Scaling Up, Harnish and his team share practical tools and techniques for building an industry-dominating business. These approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities (and weight) that come with scaling up a venture. This book is written so everyone — from frontline employees to senior executives — can get aligned in contributing to the growth of a firm. There's no reason to do it alone, yet many top leaders feel like they are the ones dragging the rest of the organization up the S-curve of growth. The goal of this book is to help you turn what feels like an anchor into wind at your back — creating a company where the team is engaged; the customers are doing your marketing; and everyone is making money. To accomplish this, Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully — many to \$1 billion and beyond. Running a business is ultimately about freedom. Scaling Up shows business leaders how to get their organizations moving in sync to create something significant and enjoy the ride.

Presents strategies that reduce commitments, distractions, interruptions, and inefficiencies, and increase productivity so that more can be accomplished in less time.

Business owners and leaders are being challenged as never before. The trends are changing fast, business models are under attack, clients are fickle, staff expectations are rising. It can make for very reactionary leadership ... but that is not what drives sustainable success. As you're seeking to drive the growth, performance and, ultimately, value of your business, what must be done to avoid stalling through the climb? At last there is a book that supports leaders in not only surviving, but thriving in this context. This book provides a simple, step-by-step guide to surfacing the underlying beliefs, shaping the strategy, developing the execution disciplines, and adopting the leadership traits that actually drive success. Robert Nankervis is the insider on performance leadership, having held senior functional roles, recruited CEOs and executives to substantial organisations, advised boards, driven transformation projects and, since 2013, guided strategy development and supported senior executives as a professional business coach. Learn a simple, step-by-step approach that shows you how to: Distil and leverage your core beliefs Clarify aspirations for you and your customer Conceive your strategy and the model to deliver it Activate your plans to make them stick Set yourself up to achieve strong execution Escalate your successes through reflection and celebration Lead for performance at a personal, team and business level Packed with insights, exercises and stimulating questions, Rob shows you how to put all the elements in place to propel performance, drive growth and avoid a stall. By understanding these key energy levers and enablers, you'll get better results, faster and it will feel easier.

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

Another extraordinary business fable from the New York Times bestselling author Patrick Lencioni Written in the same dynamic style as his previous bestsellers including The Five Dysfunctions of a Team, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it means to provide value to its clients. Offers a key resource for gaining competitive advantage in tough times Shows why the quality of vulnerability is so important in business Includes ideas for inspiring customer and client loyalty Written by the highly successful consultant and business writer Patrick Lencioni This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply Traction to your business, check out its companion book, Get A Grip.

The author of The Great Game of Business explains why employee ownership of a company is an essential part of a successful business strategy, offering advice on employee motivation, governing growth, and diversity. Reprint.

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

Journeys of the World is proud to present its collection of beautiful Travel Photography books, with its first publication: "Journeys of Cinque Terre". This book features a wide variety of photography from all 5 villages, which make up this world renowned and protected area in North Western Italy (Cinque Terre). Regardless of how many countries you plan on visiting or have visited, it's very likely that you will encounter the vast majority of what is featured in our publication when visiting Cinque Terre. In Journeys of Cinque Terre, the photos were taken on the spot, with no prior arrangements and on the "go". Unlike many other publications, we don't stage or make prior arrangements for our photography. Our product also contains over 90% of photography. This is truly what makes this an exciting item. Journeys of Cinque Terre, along with all other products to come out, has been set up to promote the beauty of its chosen location. This item wants to promote the visual history of Cinque Terre, for both Esthetic and Educational purposes. We guarantee that our publication will satisfy any of your curiosities, through the magic of our lenses. For more info, also check out www.journeysoftheworld.com

"American women are starting businesses at nearly twice the rate that men are, but only three percent of female business owners have revenues of over one million dollars. Most women entrepreneurs are stuck at the 'mom and pop' level, just getting by, or in many cases, running out of cash. Julia Pimsleur shares her ... story of building her own company and raising millions in capital in a guide for women like her who have a great idea and need to find the resources to take it into the big leagues"--Amazon.com.

Harnish brings to business owners the fundamentals that produce real wealth-- the same habits that typified the second state of the oil industry when Rockefeller's disciplined approach to business replaced the helter-skelter approach of the original pioneering speculators.

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

It's an insidious disease that is crippling companies, destroying our economy, and crushing potential. It's infecting the very roots of business performance, and it's spreading fast. It isn't the recession, market volatility, scandal, or greed. It's entitlement. And it may be killing your business. In myriad ways, entitlement has been cultivated for decades. As a result, too many employees today believe that they are entitled to a paycheck simply because they show up. Brad Hams has proven that we are not doomed to a path of entitlement and dependence. After more than 15 years working with hundreds of companies, he knows that the vast majority of employees addicted to entitlement actually want

to engage, want to contribute, and feel much better about themselves when they are in an environment that requires them to do so. Now, with Ownership Thinking, Hams shares his strategy that will increase your company's productivity, employee retention, and profitability: The Right Education: Teach employees the fundamentals of business and finance, how their company makes money, and how they add—or take away—value. The Right Measures: Identify the organization's Key Performance Indicators and teach employees to forecast results in an environment of high visibility and accountability. The Right Incentives: Create incentive plans that are self-funding and clearly align employees' behavior to the organization's business and financial objectives. Your employees will learn to think and act like owners and will become active participants in the financial performance of the business. They will gain the self-esteem that is only possible through achievement and will reap rewards that are in alignment with the success of their organization. Meanwhile, you will enjoy your role more, sleep better at night, and leave a legacy that is far more inspiring and significant than you dreamed possible. Praise for Ownership Thinking "You would have to read a dozen other books to even come close to Ownership Thinking—a systematic and practical process for getting your employees to give that extra effort and brain power we know they possess." —Verne Harnish, CEO, Gazelles; author, Mastering the Rockefeller Habits "Brad Hams tells it like it truly is: transparency creates trust; trust creates engagement; engagement creates a healthy enterprise. This thoughtful and practical book shows you how to achieve all of these things and more." —Chip Conley, founder and executive chair, Joie de Vivre; author, Peak "Comprehensive and marvelously clear, Ownership Thinking's techniques for creating change are focused, direct, and motivating. This is a wise book, unusually useful, and I recommend it most highly." —Judith M. Bardwick, Ph.D., author, Danger in the Comfort Zone and The Psychological Recession "Brad Hams is one of the most persuasive and creative thinkers I know. His book is a specific guide you can (and should) implement now." —Corey Rosen, founder, National Center for Employee Ownership "Hams is masterful at outlining the engagement practices that inspire people to care and to be deeply vested in business results." —Jim Haudan, CEO, Root Learning; author, The Art of Engagement "Hams' book is like a candid conversation with a wise friend. . . . A 'must read' for any business leader wanting to create a culture of ownership." —Dean Schroeder, author, Ideas Are Free

A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first printing.

In this expanded 20th Anniversary Edition of the book that started a business revolution, a successful businessman shares his philosophy of management that puts the concerns of the employees first and creates a company that will provide people with lifelong livelihood. Original. 50,000 first printing.

The words of the ancient Chinese sages are as timeless as they are wise. The words of ancient Chinese philosophers have influenced other thinkers across the world for more than 2,000 years, and continue to shape our ideas today. The Art of War & Other Classics of Eastern Philosophy includes translations of Sun Tzu's Art of War, Lao-Tzu's Tao Te Ching, the teachings of the master sage Confucius, and the writings of Mencius. From insights on warfare and diplomacy to advice on how to deal with one's neighbors and colleagues, this collection of classical Eastern philosophy will provide readers with countless nuggets of wisdom. IBPA Benjamin Franklin Gold Award Winner 2017!

Discover the vital relationship that will take your company from "What's next?" to "We have liftoff!" Visionaries have groundbreaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you. From the author of the bestselling Traction, Rocket Fuel details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, Rocket Fuel also features assessments so you're able to determine whether you're a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it's like rocket fuel—they have the power to reach new heights for virtually any company or organization.

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

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