

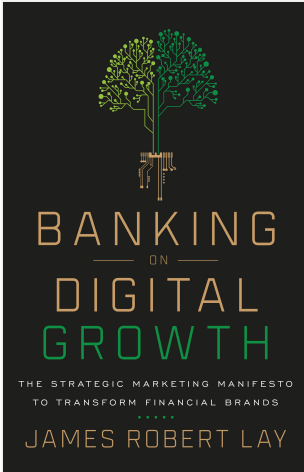


DROPCAP

London 2021 - Business
Books
Rights Guide

6/23/2021

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Lioncrest Publishing
Publication Date: 5/8/2020

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Page Count: 280
Retail Price (USD): 19.99
Age: 18+
ISBN: 9781544507712

Banking on Digital Growth

By James Robert Lay

Consumers now make purchase decisions long before they walk into a physical branch location, if they walk into a branch at all, while mobile banks, digital lenders, and fintechs have transformed traditional growth models rooted in legacy broadcast marketing and branch sales strategies. Up to this point you've only dabbled in digital marketing without a formal plan or strategy to guide you. Now you feel frustrated because you're not getting the results you hoped for. You're also confused about what you should do next. In *Banking on Digital Growth*, James Robert Lay unlocks the secrets of digital growth with a strategic marketing manifesto to transform financial brands. You'll gain clarity with a strategic blueprint framed around 12 key areas of focus that empower you to confidently generate 10X more loans and deposits while finally proving the value of marketing as a strategic growth leader—not a cost center.

About The Author(s)

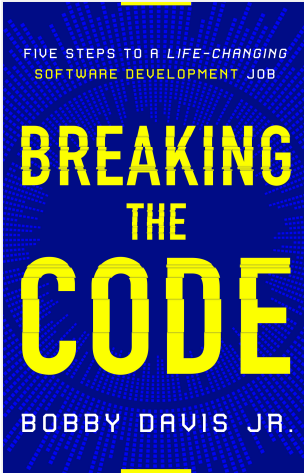
JAMES ROBERT LAY is one of the world's leading digital marketing authors, speakers, and advisors for financial brands. As the founder and CEO of the Digital Growth Institute, he has guided more than 520 financial brands on a mission to simplify digital marketing strategies that empower banks and credit unions to generate 10X more loans and deposits. His insights have been featured in outlets including US News and World Report, The Financial Brand, American Banker, CU Times, and CU Journal. James Robert has also spoken at 200+ events and leads the CUES School of Strategic Marketing while lecturing at universities throughout the United States.

www.digitalgrowth.com/bank-credit-union-digital-marketing

Current Licenses: None

BISAC Codes

- BUSINESS & ECONOMICS / E-Commerce / Internet Marketing
- BUSINESS & ECONOMICS / Marketing / General



Scribe Media

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ISBN: 978-1544509518

Breaking the Code

By Bobby Davis Jr.

If you want to land a job in tech, you need to know how to code. That much is obvious. A skill that is equally as important—but often overlooked—is knowing how to market yourself to potential employers, especially if you're new to the industry. Do you know how to land interviews and deliver a compelling case for why you should be hired? Bobby Davis Jr. has helped place hundreds of aspiring coders into high-paying tech jobs. In *Breaking the Code*, he shares the proven strategies he uses with his students and offers up insider tips that will make you stand out from the competition. You'll learn how to avoid the biggest stumbling block when it comes to landing a job and what you should build before an interview if you don't have a project to show. Bobby also teaches you the secret to accessing jobs not found on corporate job boards and exponentially increasing your chances of getting the job you want. The path to \$100,000 a year—and infinite possibilities beyond that—begins with *Breaking the Code*.

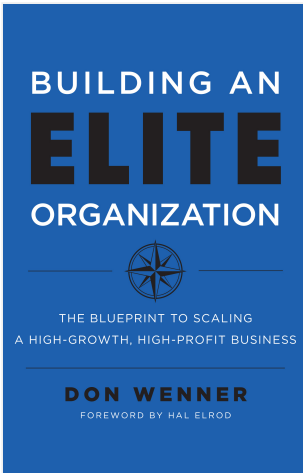
About The Author(s)

Bobby Davis Jr. is a tech entrepreneur with over twenty years of experience building successful software companies. Bobby founded his first company, the custom software consultancy Core Techs, in 2002 with just \$500 in his account. He has since grown it into a multimillion-dollar business. His second effort, Advanced Fraud Solutions, now runs in almost 1,000 financial institutions across forty-eight states. Inc. has labeled it one of the fastest-growing private businesses in the country four years running. Bobby also runs the Coder Foundry bootcamp, where he has successfully placed hundreds of his software development students in high-paying jobs across the industry.

Current Licenses: None

BISAC Codes

- COMPUTERS / Programming Languages / General
- BUSINESS & ECONOMICS / Careers / General



Scribe Media
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ISBN: 978-1544517490

Building an Elite Organization

By Don Wenner

At the tail end of your company's startup phase, the same opportunities that generate revenue and fuel growth also bring new challenges. You need to hire—and train—rock-star team members, scale operations, prioritize opportunities, “wow” customers, and clearly communicate strategy throughout your organization—all while bringing on new clients and driving profitability. You don't have time for theory when you're growing at breakneck speed. You need a blueprint for profitable scalability, a toolbox of plug-and-play tools, and direction on how to maximize execution. That's where Building an Elite Organization comes in. Don Wenner is a master of scaling high-growth, high-profit entrepreneurial companies. In Building an Elite Organization, he walks you through the Elite Execution System his company and other highly successful organizations use to drive growth and improve profitability. Don's system will give your team clarity on where you're going, the insight to know if you're on the right track, and the disciplined system needed to consistently leverage every opportunity. Learn how you can leave a legacy and make an enduring impact for decades to come.

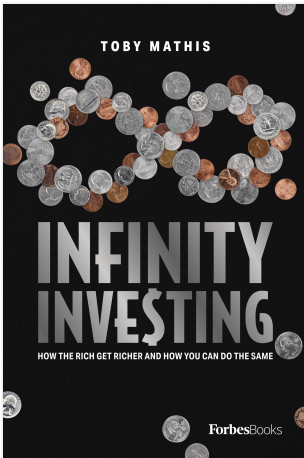
About The Author(s)

Don Wenner is the founder and CEO of DLP Real Estate Capital, a leader in the single and multi-family real estate sectors of brokerage, investment management, asset management, property management, construction, and private lending. DLP Real Estate Capital is the parent company to DLP Capital Partners, DLP Lending, DLP Realty, DLP Real Estate Management, and Alliance Property Transfer. The company generates consistent returns and results for its investors and partners and gives back through the DLP Positive Returns Foundation, focusing on two epidemics: job growth and affordable housing. Don is highly experienced in all facets of housing and scaling high growth entrepreneurial companies through utilization of the DLP Elite Execution System (EES), for which DLP has been ranked in the Inc. 5000 fastest growing companies in the U.S. for eight consecutive years (#4 out of companies that made the list 8 straight years). Since DLP's founding in 2006, DLP has over \$1 billion in assets under management, a portfolio including more than 12,000 apartments and homes across nineteen states, 500+ real estate loans originated to active real estate investors, and has closed over 16,000 real estate transactions totaling more than \$4 billion. Don studied finance and marketing at Drexel University. He, along with his wife and two young sons, reside in St. Augustine, Florida, where he is active in his local church. Don is passionate about fitness and health and reads several books each week. He enjoys many outdoor activities and discovering new places with his family.

Current Licenses: None

BISAC Codes

- BUSINESS & ECONOMICS / Development / Business Development
- BUSINESS & ECONOMICS / Development / General



ForbesBooks

Publication Date: 4/13/2021

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Retail Price (USD): 29.99

Age: 18+

ISBN: 9781950863273

Infinity Investing

By Toby Mathis

Toby Mathis has created a road map for achieving long-term financial freedom called Infinity Investing, and it is built on the idea that anyone can (and should) increase their financial class status. His approach takes the long view. It won't happen overnight, but if you follow the steps he describes, you will greatly increase the odds that you can escape the financial treadmill that many Americans live on—what Toby describes as financial prison. You will learn how to calculate your actual net worth, manage your income spread, and avoid some common pitfalls—like believing that the large financial institutions of the world have your best interest in mind. Perhaps most importantly, you will learn the difference between the financial habits of the wealthy and the poor. (Hint: It probably is not what you think.) Then by creating a plan to emulate the way the wealthy manage their money and create ongoing sources of income, you can build your own Infinity Plan.

About The Author(s)

TOBY MATHIS is an attorney, entrepreneur, author, tax expert, and investor whose firm has worked with thousands of clients to help them achieve their financial goals. He is a founding partner of Anderson Law Group and the director of Anderson's Infinity Investing program, which teaches financial literacy as the building block to financial freedom. Mathis has authored more than one hundred articles on small business topics and has written several books on good business practices, including Tax-Wise Business Ownership and 12 Steps to Running a Successful Business. He sits on the board of directors for several companies. www.tobymathis.com

Current Licenses: Korean (Korea, South)

BISAC Codes

- BUSINESS & ECONOMICS / Industries / Financial Services
- BUSINESS & ECONOMICS / Personal Finance / Money Management
- BUSINESS & ECONOMICS / Personal Finance / Investing

How to Build Your
Personal Brand



James Espey OBE

Cherish Editions
Publication Date: 7/17/2020

Trim Size: 21.6in x 14in (549mm x
356mm)
Page Count: 216
Retail Price (USD): 18.95
Age: 18+
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Make your Mark in the Workplace

By James Espey OBE

With over fifty years of experience in managing and developing top global brands such as Baileys and Malibu, James Espey has harnessed and refined his wisdom into 100 bite-sized tips that reveal what it really takes to be successful in the world of business. His clear, down-to-earth advice will help readers at all stages of their career; from novices to middle-management, and from start-up entrepreneurs to Chief Executives... anyone looking to progress their career in business should have this book on their desk. Easy to dip into, or read cover to cover, James' advice gives readers encouragement to help them achieve business success and career fulfilment... and pushes them to make their mark on the world, wherever and however they work.

About The Author(s)

Born in Zambia in 1943, Dr James Espey OBE has spent over fifty years in business and marketing, mostly in the liquor industry. He was personally responsible for the launch of Malibu, Johnnie Walker Blue Label and Chivas Regal 18, as well as for the building of Baileys in its formative years. James has spent a large part of his career working internationally, building and creating brands and mentoring people who have gone on to find success in a variety of industries. www.jamesespey.com/biography

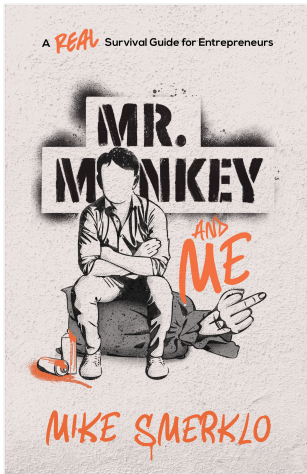
Review(s)

Pragmatic and to the point. fun to read and will make a real difference in anybody's life. Alex Darwazeh, Founder and CEO MSB-Spirits CVBA

Current Licenses: None

BISAC Codes

- BUSINESS & ECONOMICS / Personal Success
- SELF-HELP / Personal Growth / Happiness



Scribe Media

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Page Count: 186
Retail Price (USD): 15.99
Age: 18+
ISBN: 978-1544514963

Mr. Monkey and Me

By Mike Smerklo

What if the secret to being a successful entrepreneur had nothing to do with your business plan, resources, market size, or strategy? If your success or failure weren't dependent on how much money you have, where you grew up, or the level of education you received? Here's the truth: the difference between success and failure is right between your ears. A big, hairy beast stands between you and success. Your fears, your doubts, and every negative thought you have about yourself manifest as Mr. Monkey—and he'll exploit them ruthlessly to sabotage you and destroy your dreams. In *Mr. Monkey and Me*, business leader, Mike Smerklo, lays bare his broad range of experiences and mistakes, as well as lessons he's learned from renowned entrepreneurs. Using the SHAPE formula—Self, Help, Authenticity, Persistence, and Expectations—this smart and irreverent anti-memoir gives readers an actionable approach to mental toughness that will help any entrepreneur start, grow, and run a successful business.

About The Author(s)

Mike Smerklo is the co-founder and managing director of Next Coast Ventures, a venture capital firm that invests in entrepreneurs building disruptive technology companies. Previously, he was chairman and CEO of ServiceSource, a technology services business he took from a small startup to a public company with over 3,000 employees around the world. He was an early employee of a pioneer cloud services company, Opware, formerly Loudcloud, that also went public. He serves on numerous boards, writes for Forbes, and is a guest lecturer at Stanford Graduate School of Business. Mike and his wife spend the bulk of their free time chasing after their four young children. For more information, visit www.mikesmerklo.com.

Current Licenses: None

BISAC Codes

- BUSINESS & ECONOMICS / Entrepreneurship
- BUSINESS & ECONOMICS / Careers / General



New Startup Mindset

By Sandra Shpilberg

“Sandra Shpilberg is a unicorn and this book is one, too. Simultaneously profound and practical, replete with the soundest advice and great storytelling while being tender toward the reader’s soul, this is a game-changing must-read for anyone who dreams of creating a business--and in particular for those who don’t fit the mold. Go Sandra Shpilberg, go!”—Julie Lythcott-Haims, author of the New York Times bestseller *How to Raise an Adult*, and *Real American: A Memoir* Sandra Shpilberg will show you a new way to succeed as an entrepreneur! This provocative startup tale of success exposes Silicon Valley’s startup myths and sets forth a new approach for aspiring and current founders to build companies that make an impact. In *New Startup Mindset*, Sandra Shpilberg, founder and CEO of Seeker Health, introduces a new mindset for starting and building a successful company. Shpilberg shows that Silicon Valley’s startup formula—a few young male cofounders attempting to build a unicorn funded by venture capital—is a broken system that puts excessive emphasis on hype and improbable outsized outcomes, disregards real results such as revenue and profit, and promotes limiting beliefs for the next generation of entrepreneurs. When Shpilberg founded Seeker Health, a digital patient-finding platform, in 2015, she did almost everything differently than the blazed path: she chose to be a solo founder, didn’t pursue an incubator, didn’t accept outside funding, led development of software despite not being a programmer, and charged customers from month one. Instead of creating hype about fundraising based on fictitious valuations, Shpilberg focused on customer needs, yielding a startup with revenue, profit, and impact; and three years later, a large life science services company acquired her startup while she was still the sole owner. In this expanded second edition, Shpilberg shares her success story of starting, building, and exiting her startup and provides readers with sage insights and practical tools to follow this approach. This book is simultaneously a needed dose of reality for Silicon Valley and a large serving of inspiration for those who want to create something from nothing. It is a must-read for aspiring startup founders and current entrepreneurs, especially those who may think they don’t fit the mold of a Silicon Valley founder and are open to a new way of making a definitive and profound impact with the companies they create.

Girl Friday Books

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Age: 18+

ISBN: 9781954854048

About The Author(s)

Sandra Shpilberg is the founder and CEO of Seeker Health, a leading digital patient-finding platform. Prior to this successful entrepreneurial pursuit, Shpilberg held executive roles at biopharmaceutical companies. She has an MBA in marketing and entrepreneurial management from Wharton School at the University of Pennsylvania. Shpilberg writes for the Huffington

Post, and her academic work has been published in American Economist and Lancet. In addition, Sandra served as editor for Here My Home Once Stood: A Holocaust Memoir by Moyshe Rekhtman. Her writing has also been featured in Arianna Huffington's The Sleep Revolution. As an angel investor and startup advisor, Shpilberg invests funds and time to develop the next set of impactful businesses. She lives with her husband, son, daughter, and shelter dog in Palo Alto, California.
www.sandashpilberg.com

Current Licenses: None

BISAC Codes

- BUSINESS & ECONOMICS / Entrepreneurship
- BUSINESS & ECONOMICS / Women in Business



Product-Led SEO

By Eli Schwartz

Nothing can take your business to the next level like great search engine optimization (SEO). Unfortunately, it's not always easy to know what will successfully drive traffic, leads, and sales. If you want to stand out from your competition, your SEO needs a distinctive blend of creativity and logic. Maybe you're a marketing manager or executive who is responsible for SEO growth but do not fully understand how it works. Or maybe you are a seasoned SEO pro looking to optimize further. Either way, this book is your behind-the-scenes guide to online visibility. When it comes to SEO, success often depends not on what you do but on how you do it. That is why Product-Led SEO digs deep into the logic and theory of SEO instead of offering step-by-step guidelines and techniques. You will learn to develop your own best practices and see where most SEO strategies go astray. If your main goal is driving traffic, you are leaving sales on the table.

Scribe Media
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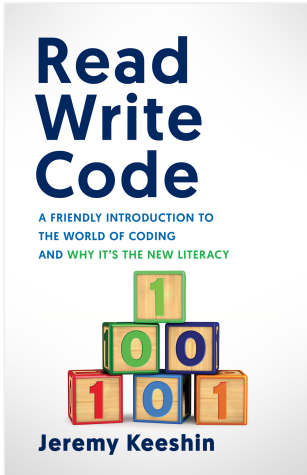
About The Author(s)

Eli Schwartz is an SEO expert and consultant with more than a decade of experience working for leading B2B and B2C companies. Eli's strategies have generated millions of dollars in revenue for some of the internet's top websites. He has helped clients like Shutterstock, WordPress, Blue Nile, Quora, and Zendesk execute highly successful global SEO strategies. As head of SurveyMonkey's SEO team, Eli oversaw the company's global operations, helped launch the first Asia-Pacific office, and grew the company's organic search from just 1 percent of revenue to a key driver of global revenue. Eli's work has been featured by TechCrunch, Entrepreneur.com, and Y Combinator, and he has given talks at business schools and keynoted conferences around the world.

Current Licenses: None

BISAC Codes

- BUSINESS & ECONOMICS / Marketing / General
- BUSINESS & ECONOMICS / Marketing / Direct



Lioncrest Publishing
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Read Write Code

By Jeremy Keeshin

Code is the new literacy. Six hundred years ago, most people couldn't read. In 1440, the invention of the printing press laid the groundwork for massive increases in literacy and ushered in the modern era. Today, computers and the internet are causing a similar tectonic shift. Reading and writing are foundational skills, and in our digital world, coding is too. But coding can be intimidating to learn. What is code? Where do you even start? In *Read Write Code*, Jeremy Keeshin demystifies the world of computers, starting at the beginning to explain the basic building blocks of today's tech: programming, the internet, data, apps, the cloud, cybersecurity, algorithms, artificial intelligence, and more. As CEO and Co-founder of CodeHS, Keeshin has helped teach coding to millions of students over the last decade. Complex concepts are explained in friendly and engaging ways, with interactive examples and practical tips. This book is a must-read for modern educators and anyone who wants to understand why code matters today.

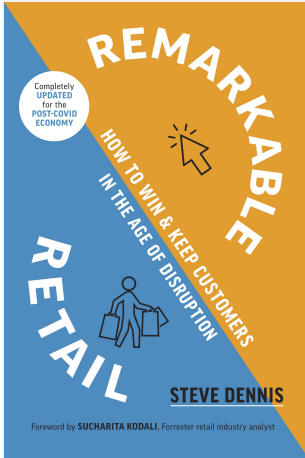
About The Author(s)

Jeremy Keeshin is the CEO and Co-founder of CodeHS, the leading coding education platform for schools used by millions of students. He is an expert in computer science education and education technology, and he has visited hundreds of schools all over the world. Prior to starting CodeHS, he taught computer science at Stanford. Keeshin is an avid comedy fan, juggler, and traveler. He lives in Chicago. JeremyKeeshin.com.

Current Licenses: Korean (Korea, South)

BISAC Codes

- COMPUTERS / Programming / General



Remarkable Retail

By Steve Dennis

Despite the clickbait headlines that warn of a “retail apocalypse,” many brick and mortar retail brands are enjoying strong growth and profits. Others, however, are destined to become obsolete because they offer merely convenience, decent prices, or an okay shopping experience. In Remarkable Retail, industry thought leader Steve Dennis argues that retailers can no longer count on scarcity to drive sales, or settle for providing indifferent in-store experiences, because customers live online and have a wealth of choice and information at their fingertips. In the book, Dennis unpacks the trends that are squeezing traditional stores and presents eight essential strategies for visionary retail leaders who are prepared to reimagine the customer experience in the age of digital disruption. A remarkable retailer is digitally enabled, human centered, harmonized, mobile, personal, connected, memorable, and radical. In most retail categories, digital channels are now central to the consumer’s journey, but that doesn’t mean people aren’t also shopping in stores. Packed with illuminating case studies from some of modern retail’s biggest success stories, Remarkable Retail shows retailers and those in adjunct industries such as manufacturing, marketing, and tech, what it takes to create big buzz around the in-store experience. In an age where consumers have short attention spans and myriad options, Remarkable Retail is your crucial roadmap to creating a powerful retail experience that keeps your customers coming back for more.

Wonderwell Press
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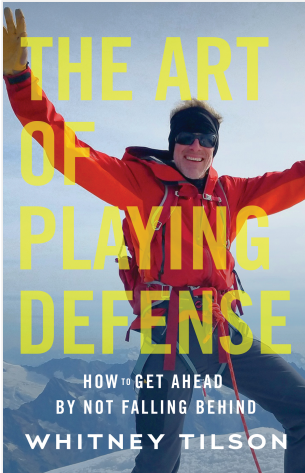
About The Author(s)

Steve Dennis is a strategic advisor and keynote speaker on retail innovation. As a senior executive at two Fortune 500 retailers and as a consultant, Steve has worked with dozens of brands to reignite and accelerate their growth. He is a Forbes senior contributor, and has been named a top 5 global retail influencer by multiple organizations. His commentary on the future of shopping is regularly featured in the media. He lives in Dallas, Texas.

Current Licenses: , Russian Belarus (Print)

BISAC Codes

- BUSINESS & ECONOMICS / Industries / Retailing
- BUSINESS & ECONOMICS / Consumer Behavior
- BUSINESS & ECONOMICS / Customer Relations



The Art of Playing Defense

By Whitney Tilson

To be successful and enjoy a happy life, it's important to do all the right things: become well educated and wise, develop a strong work ethic, always act with integrity, and treat others well. But what's equally important—yet widely overlooked—is avoiding the calamities that cause you to suffer, go back to square one, or worst of all, die a premature death. Famed investor Whitney Tilson has made a living managing risks with investments. Now, he turns his attention to the risks in our everyday lives. The Art of Playing Defense is a practical and actionable guide filled with common sense ideas for avoiding life's calamities, such as marrying the wrong person or having a good marriage go bad, getting thrown in jail, going bankrupt, or suffering a debilitating illness or injury. With Whitney's help, you can avoid these disastrous outcomes. It's no fun thinking about all the things that can go wrong in life, but if you want to get ahead, you have to start by not falling behind.

Scribe Media

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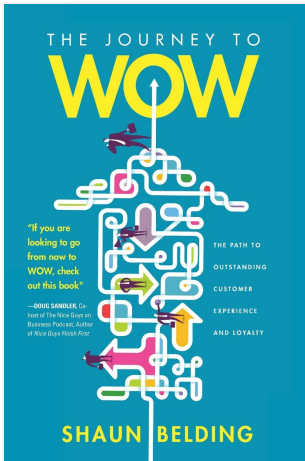
About The Author(s)

Whitney Tilson has always prioritized avoiding calamities in both his personal life and in his career. He graduated with high honors from both Harvard College and Harvard Business School, has had a successful career building multiple for-profit and nonprofit businesses, is happily married after 27 years, and has three wonderful daughters. Despite riding his bike in the streets of Manhattan every day and being an accomplished obstacle course racer and mountain climber, he's never had a serious accident. Whitney is passionate about sharing what he's learned with others through this book as well as the many newsletters he publishes at his firm, Empire Financial Research.

Current Licenses: None

BISAC Codes

- SELF-HELP / General
- BUSINESS & ECONOMICS / Investments & Securities



The Journey to WOW

By Belding, Shaun

The Journey to WOW delivers deep and unique insights into creating fierce customer loyalty, and transforming an organization's culture into one obsessed with customer experience. It will resonate with anyone looking to improve their company's customer experience, and anyone who deals with customers -- from the newbie part-time employee to the corporate CEO. The book examines the kinds of experiences we've all had as customers -- things that so many organizations seem blind to. Situations like the inability to actually talk with a human, impenetrable phone systems, frustrating processes and uncaring people. It drives home the reality that these flaws exist in every company, and that they are silent killers of sales and customer loyalty. Most importantly, The Journey to WOW shows exactly how to start seeing the flaws in your company and what you can do to fix them. Its lighthearted business novel format will draw you in, then deliver more than a few surprising "ah-ha" moments. It will forever change the way you look at your business."

Koehler Books
Publication Date: 9/24/2018

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Age: 18+
ISBN: 9781633936935

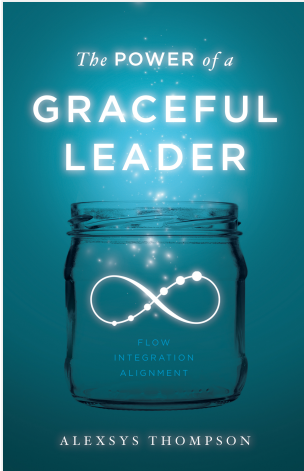
About The Author(s)

Shaun Belding is CEO of The Belding Group of Companies, an award-winning company that has helped organizations create outstanding customer experience, dynamic leaders and engaging workplaces for over 25 years. Shaun is author of five previous books, published internationally in 12 languages. He is recognized as a leading global expert on customer service, service recovery, employee performance and building positive workplaces.

Current Licenses: , English Worldwide (Audio)

BISAC Codes

- BUSINESS & ECONOMICS / Customer Relations
- BUSINESS & ECONOMICS / Consumer Behavior
- BUSINESS & ECONOMICS / Motivational



Scribe Media

Publication Date: 1/19/2021

Trim Size: 8.5in x 5.5in (216mm x 140mm)

Page Count: 258

Retail Price (USD): 15.99

Age: 18+

ISBN: 9781544504988

The Power of a Graceful Leader

By Alexsys Thompson

Do you have a division between who you are as a business leader and who you are as a spouse, friend, sister, brother, mother, or father? The awareness of the division that exists within you and the roles you play creates space for your inner voice. This inner voice is seeking your attention and hinting there is a better, easier way of leading and being. In *The Power of a Graceful Leader*, Alexsys Thompson shares how to begin integrating who you are and how you lead. Through her experience with this disconnect in her own leadership and having coached hundreds of leaders in their integration journey, Alexsys offers tools, tenets, and some relatable stories to support you in your journey toward becoming an integrated and graceful leader. You will find yourself making better decisions, building healthier relationships, and experiencing joy, love, and compassion as you transcend into the leader you were born to be.

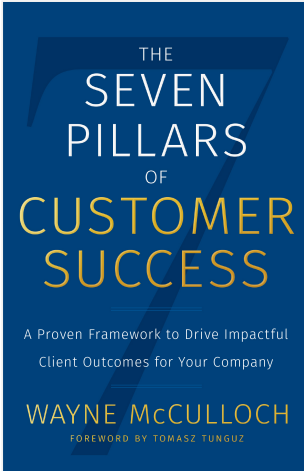
About The Author(s)

ALEXSYS THOMPSON offers this body of work as a testament to her own leadership journey, as well as the journey of hundreds of other leaders. For Alexsys, the tipping point came when she established her gratitude practice and spent a decade refining it. Today, developing a gratitude practice is a key element of her work as a board-certified executive coach. Alexsys also serves as adjunct staff for The Center for Creative Leadership and is a member of the Forbes Coaching Council. She authored *The Trybal Gratitude Journals*, curated a collection of short stories called *Gratitude 540*, and is building a retreat center in Vermont that will be a "safe space for souls to show up."

Current Licenses: None

BISAC Codes

- SELF-HELP / Motivational & Inspirational
- BUSINESS & ECONOMICS / Leadership



Scribe Media

Publication Date: 4/29/2021

Trim Size: 8.5in x 5.5in (216mm x 140mm)

Page Count: 344

Retail Price (USD): 19.99

Age: 18+

ISBN: 978-1544516608

The Seven Pillars of Customer Success

By Wayne McCulloch

As a customer success leader, whose insight do you rely on for success? Your field is still maturing, yet your profession is one of the fastest growing in the world. There are tons of books and blogs written by success professionals sharing their experiences and strategies, but how do you know what will work for your specific situation? Whose advice is the expertise you can trust? Wayne McCulloch has more than 25 years of experience in the software industry—years spent in training, adoption, and customer experience, the building blocks for customer success. Now he's sharing what he knows as a chief customer officer leading global success functions. In *The Seven Pillars of Customer Success*, Wayne provides an adaptable framework for building a strong customer success organization. From customer journey actions to the development of transformation advisors, you'll read detailed examples of how companies have put these seven pillars to the test. To create a culture of customer success and stand out in the marketplace, you need a proven framework and knowledgeable perspective—this book provides both, and more.

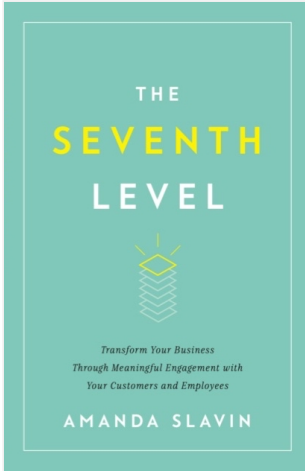
About The Author(s)

One of the world's leading customer success experts and a Top 100 Customer Success Strategist, Wayne McCulloch works with Google Cloud's entire SaaS portfolio as the Customer Success Leader. He's a keynote speaker and the recipient of multiple industry awards with more than twenty-five years of experience in customer-focused roles. Wayne began his software career at PeopleSoft and Vignette before becoming an SVP at Salesforce, the Chief Customer Officer at Kony, Inc., and the VP of the Customer Success Group at Looker. For more information about *The Seven Pillars*, including downloadable templates and training and certification materials, visit www.cspillars.com.

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The Seventh Level

By Amanda Slavin

While instant communication is now easier than ever, people's attention is spread thin, time has never been more valuable, and disengagement in both customers and employees is at an all-time high. This means most brands never reach their full potential. But what would it look like if your customers were no longer disenchanted from being chased across the internet and hounded for likes, shares, opt-ins, and purchases? There's a way to break this cycle that doesn't include using meaningless jargon or flashy but confusing digital marketing tools. To truly connect with your customers and employees, you need a straightforward plan that will amplify your message and propel you to a degree of engagement that you never realized existed. In *The Seventh Level*, Amanda Slavin hands you the keys to unlock authentic engagement and attain higher achievement across the board. Slavin unveils the tools to measure and grow your brand's engagement, forge a deeper, more personal connection with customers, and unite your employees around a shared mission. If you want to dismantle the obstacles standing in your way of engagement, let *The Seventh Level* be your guide.

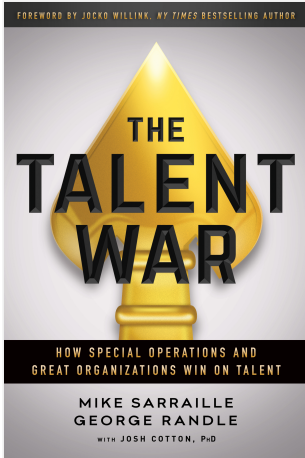
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Amanda Slavin is the founder and CEO of the award-winning brand consulting firm CatalystCreativ. Amanda guides brands like Coca-Cola, Google, and WeWork to do good for the world without having to sacrifice their bottom line. To do this, she utilizes her proprietary method for quantifying and scaling engagement known as the Seventh Level Engagement Framework. She's spoken at events like SXSW and TED about how this framework is the future of meaningful connection, and had her work featured in Inc. magazine, Forbes, Fast Company, Wall Street Journal, and Time magazine. Amanda lives in New York City with her husband and her cockapoo, Chaz. www.amandaslavin.com

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The Talent War

By Mike Sarraille, George Randle

In our modern business landscape, the war for talent is more complex than ever. You need to attract and retain the best talent for your organization to win, but without the right strategy or mindset, you won't be able to compete. If your revenue is declining, you're losing market share to your competition, or your organizational health is deteriorating, it's time to evolve how you approach this never-ending war. After all, your PEOPLE—not your product or service—are your strongest competitive advantage. The Talent War explores how US Special Operations Forces (SOF) assess, select, and develop their world-class talent. You'll learn how to adopt a talent mindset, the single greatest weapon you can possess in the war for talent. When your organization reflects this mindset, you will hire, train, and develop the right people, and put them in the best positions to make decisions that allow you to retake the advantage and win the war.

About The Author(s)

Mike Sarraille is the CEO of EF Overwatch, an executive search and talent advisory firm, and leadership consultant with Echelon Front. He is a former Recon Marine and retired US Navy SEAL officer with twenty years of experience in Special Operations, including the elite Joint Special Operations Command.

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