

# Summary Contagious Success Review And Analysis Of

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**Summary: The Secret Code of Success** - BusinessNews Publishing 2014-11-12  
The must-read summary of Noah St. Jonathan's book: "The Secret Code of Success: 7 Hidden Steps to More Wealth and Happiness". This complete summary of the ideas from Noah St. Jonathan's book "The Secret Code of Success" shows that there are currently flaws in the conventional approach to achieving success. In his book, the author explains that the problem lies in the fact that this approach only deals with the "how-to" aspects of success in your conscious mind. It ignores the subconscious or emotional roadblocks, "why-to" and "why-not-to" aspects, which might be preventing you from achieving success. This summary demonstrates how focusing on aligning your subconscious mind with what you want to achieve will help you to achieve long-term happiness, success and wealth. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Secret Code of Success" and learn the true method for achieving your goals and becoming successful.

**Contagious** - Jonah Berger 2016-05-03  
Upper Saddle River, N.J. : Creative Homeowner,  
*The Energy Bus* - Jon Gordon  
2015-05-20

Enjoy the ride of your life with the Wall Street Journal bestseller None

of us can expect to get through life without any challenges. Life isn't always a constant daydream of unbridled pleasure and happiness. But that doesn't mean you can't approach everything with some zing - a big dose of positive energy is what you need to feel great, be successful and love life! And the international bestselling *The Energy Bus* can help you live your life in a positive, forward-thinking way. Learn the 10 secrets that will help you overcome adversity and harness the power of positive, infectious energy, so that you can create your own success. International bestselling author Jon Gordon draws on his experience of working with thousands of leaders and teams to provide insights, actionable strategies and positive energy. *The Energy Bus*: Shows you how to ditch negativity and infuse your life with positive energy Provides tools to build a positive team and culture Contains insights from working with some of the world's largest companies Foreword by Ken Blanchard, co-author of *The One-Minute Manager*  
**Strange Contagion** - Lee Daniel Kravetz 2017-06-27

Picking up where *The Tipping Point* leaves off, respected journalist Lee Daniel Kravetz's *Strange Contagion* is a provocative look at both the science and lived experience of social contagion. In 2009, tragedy struck the town of Palo Alto: A

student from the local high school had died by suicide by stepping in front of an oncoming train. Grief-stricken, the community mourned what they thought was an isolated loss. Until, a few weeks later, it happened again. And again. And again. In six months, the high school lost five students to suicide at those train tracks. A recent transplant to the community and a new father himself, Lee Daniel Kravetz's experience as a science journalist kicked in: what was causing this tragedy? More important, how was it possible that a suicide cluster could develop in a community of concerned, aware, hyper-vigilant adults? The answer? Social contagion. We all know that ideas, emotions, and actions are communicable—from mirroring someone's posture to mimicking their speech patterns, we are all driven by unconscious motivations triggered by our environment. But when just the right physiological, psychological, and social factors come together, we get what Kravetz calls a "strange contagion:" a perfect storm of highly common social viruses that, combined, form a highly volatile condition. Strange Contagion is simultaneously a moving account of one community's tragedy and a rigorous investigation of social phenomenon, as Kravetz draws on research and insights from experts worldwide to unlock the mystery of how ideas spread, why they take hold, and offer thoughts on our responsibility to one another as citizens of a globally and perpetually connected world.

Summary: Awakening the Entrepreneur Within - BusinessNews Publishing, 2013-02-15

The must-read summary of Michael Gerber's book: "Awakening the Entrepreneur Within: How Ordinary People Can Create Extraordinary Companies". This complete summary of the ideas from Michael Gerber's book "Awakening the Entrepreneur Within" shows how everyone has the potential to become an entrepreneur and create a highly successful company. The author explains that most people cannot fulfill their potential as they don't have the correct tools to make an idea a reality. By following

his 'golden pyramid', you will be able to find your inner entrepreneur and take your new company to enterprise status. Added-value of this summary: • Save time • Understand the key principles • Expand your business knowledge To learn more, read "Awakening the Entrepreneur Within" and find out how you can make your ideas a reality and unlock your entrepreneurial potential.

*Summary: Lincoln on Leadership* - BusinessNews Publishing, 2014-10-14  
The must-read summary of Donald T. Phillips' book: "Lincoln on Leadership: Executive Strategies for Tough Times". This complete summary of the ideas from Donald T. Phillips' book "Lincoln on Leadership" analyzes Abraham Lincoln's leadership style, his character, his communication techniques and how he moved the country forward. In his book, the author explains how Lincoln was a master of creating consensus and inspiring others. His preferred method was to suggest a course of action, generally through humorous stories with strong morals, and then empower people to use their own initiative. This summary reveals the leadership secrets of Abraham Lincoln, all of which you can learn and apply to your own leadership style. Added-value of this summary: • Save time • Understand key concepts • Expand your leadership skills To learn more, read "Lincoln on Leadership" and find out how you can learn from the greatest leader and start getting the best out of people.

**Summary: The Winning Spirit** - BusinessNews Publishing, 2014-10-28  
The must-read summary of Joe Montana and Tom Mitchell's book: "The Winning Spirit: 16 Timeless Principles that Drive Performance Excellence". This complete summary of the ideas from Joe Montana and Tom Mitchell's book "The Winning Spirit" shows that the same time-tested principles that underpin success in professional sports work equally well in the family and business environments. In their book, the authors demonstrate that in order to win consistently, you need to develop a winning spirit based on a foundation of preparation,

optimism, attention to detail, enduring setbacks, personal responsibility, honesty, loyalty and integrity. This summary explains how each of these characteristics will help you on your way to success and how you can use them in everything you do and guarantee victory. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "The Winning Spirit" and discover the key to developing characteristics that will lead to success.

**Summary: 10 Insider Secrets to Job Hunting Success** - BusinessNews

Publishing, 2013-02-15

The must-read summary of Todd Bermont's book: "10 Insider Secrets to Job Hunting Success: Everything You Need to Get the Job You Want in 24 Hours - or Less!". This complete summary of the ideas from Todd Bermont's book "10 Insider Secrets to Job Hunting Success" identifies the 10 secrets to securing your dream job. Nowadays, employers spend an average of 15-seconds reading a resume and then decide if they want to employ a candidate within the first 90-seconds of an interview. This means it is essential to stand out from the crowd and make a strong impression. Preparing carefully, fine-tuning your presentation skills and ensuring you have the right mental attitude are all key elements to job hunting success. From advice on CV writing to activities to prepare you for interviews, this summary will give you the tools you need to turn the job hunt from a scary process into a fun game with just a few easy steps. Added-value of this summary: • Save time • Understand key concepts • Develop your business knowledge To learn more, read "10 Insider Secrets To Job Hunting Success" and get your dream job!

**Summary: Mojo** - BusinessNews

Publishing, 2014-10-28

The must-read summary of Marshall Goldsmith and Mark Reiter's book: "Mojo: How to Get, How to Keep It, How to Get It Back If You Lose It". This complete summary of the ideas from Marshall Goldsmith and Mark Reiter's book "Mojo" highlights that

the concept of 'mojo' is generated the moment you do something purposeful, powerful and positive. It's the feeling you get when you've delivered a superior performance you're intensely proud of. In their book, the authors reveal the four key ingredients that need to be combined in order to have great mojo and how you can ensure you have these ingredients. This summary is a must-read for anyone who wants to boost their happiness in their professional and personal life. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Mojo" and discover the key to making sure you generate mojo with everything that you do and start enjoying life.

**Summary: The Real-Life MBA** -

BusinessNews Publishing 2016-07-20

The must-read summary of Jack Welch and Suzy Welch's book: "The Real-Life MBA: Your No-BS Guide to Winning the Game, Building a Team and Growing Your Career". This complete summary of the ideas from Jack Welch and Suzy Welch's book "The Real-Life MBA" shows that in business nowadays it isn't enough to have a purely theoretical or conventional MBA; you need a Real-Life MBA. You need to have real-life experience to understand how best to manage and grow your career. The authors focus on the three competencies that you should master; you have to know the game so that you can win it, form a great team through strong leadership and know how to manage your career. By mastering these competencies, you will be able to take charge of your own career path and achieve the success you want. This summary tells you all you need to know to earn your own Real-Life MBA and watch your career flourish. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read "The Real-Life MBA" and master the competencies they didn't teach at school!

**Summary and Analysis of Contagious:**

**Why Things Catch On** - Worth Books

2017-03-21

So much to read, so little time? This brief overview of Contagious tells

you what you need to know—before or after you read Jonah Berger's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of Contagious includes: Historical context Chapter-by-chapter overviews Detailed timeline of key events Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About Contagious by Jonah Berger: Contagious: Why Things Catch On examines why certain media goes viral—videos, articles, memes—and others never get shared at all. By looking at popular culture, Wharton professor Jonah Berger analyzes what makes an idea take off. Based on his own research and the insights gleaned from 15 years of studying marketing, Berger's New York Times—bestselling book teaches readers why popular content is popular, and how they can make their own ideas and products truly contagious. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

Summary: Talent Is Never Enough - BusinessNews Publishing, 2014-10-28  
The must-read summary of John Maxwell's book: "Talent Is Never Enough: Discover the Choices that Will Take You Beyond Your Talent". This complete summary of the ideas from John Maxwell's book "Talent Is Never Enough" answers a common question: "If talent alone is enough, then why do you and I know highly talented people who are not highly successful?" In his book, the author provides thirteen choices that you need to make if you want to really stand out from the crowd of talented people. This summary will help you to maximise your own personal talents and teach you how to ensure that you take those talents and turn them into success. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Talent Is Never Enough" and discover the key to standing out from the crowd of talented people.

**Summary: Switch** - BusinessNews

Publishing, 2013-02-15

The must-read summary of Chip and Dan Heath's book: "Switch: How to Change Things When Change is Hard" This complete summary of the ideas from "Switch" shows that our rational mind often fights with our emotional mind, because the latter prefers instant gratification and the former is better at long-term planning. In this summary, discover how you can engage both in order to initiate changes successfully and easily. Change is only three steps away. Added-value of this summary:

- Save time
- Understand key concepts
- Increase your management skills

To learn more, read "Switch" and discover a realistic, logical guide to navigating change and exploiting it fully.

**Summary: Invent It, Sell It, Bank it**

- BusinessNews Publishing 2015-07-01

The must-read summary of Lori Greiner's book: "Invent It, Sell It, Bank It: Make Your Million-Dollar Idea into a Reality". This complete summary of the ideas from Lori Greiner's book: "Invent It, Sell It, Bank It" gives a step-by-step guide on how to take a new product to market and turn your idea into a reality. According to Greiner, these steps must be accompanied by seven fundamental characteristics and hard work. If you have all of these things and follow the plan, you'll find a way to make your product a success. Added-value of this summary:

- Save time
- Turn your product idea into a reality
- Make sure your product is a success

To learn more, read "Invent It, Sell It, Bank It" to take the plunge into product development and have fun with your success!

**Summary, Analysis & Review of Jonah Berger's Contagious by Instaread** -

Instaread 2017-01-28

Summary, Analysis & Review of Jonah Berger's Contagious by Instaread Preview Contagious: Why Things Catch On is a playbook for marketing in the internet age, when products and ideas live or die based on whether or not they can go viral. Author Jonah Berger describes six principles that, when applied together, can often predict whether an idea or product will spread. Any product or idea can

go viral. It doesn't take a big advertising budget or a celebrity endorsement to raise awareness. Instead, the six principles of contagiousness can be turned into the helpful mnemonic acronym STEPPS. These are Social Currency, Triggers, Emotion, Public, Practical Value, and Stories. For a product or idea to spread, it must use each of these steps. While STEPPS can help guarantee that an idea or product will go viral, some concepts are more likely to spread successfully than others. For example, a well-priced television is more likely to lure buyers than a poor-quality television with ... PLEASE NOTE: This is a Summary, Analysis & Review of the book and NOT the original book. Inside this Summary, Analysis & Review of Jonah Berger's Contagious by Instaread: Overview of the Book Important People Key Takeaways Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience. Visit our website at instaread.co.

*Summary: Contagious* - BusinessNews Publishing 2014-11-12

The must-read summary of Jonah Berger's book: "Contagious: Why Things Catch On". This complete summary of the ideas from Jonah Berger's book "Contagious: Why Things Catch On" reveals the six key principles that make a product or an idea contagious. As well as sharing stories of real-life companies from his extensive research, the author provides a set of specialised techniques that you can use to spread information and get your message across to as many people as possible. Added-value of this summary: • Save time • Understand the essential techniques • Expand your communication skills To learn more, read "Contagious: Why Things Catch On" and find out how you can make your information as contagious as possible!

Emotional Contagion - Elaine Hatfield 1994

A study of the phenomenon of emotion

contagion, or the communication of mood to others.

**Summary: Leverage** - BusinessNews Publishing, 2014-10-28

The must-read summary of Darby Checketts' book: "Leverage: How to Create Your Own "Tipping Points" in Business and in Life". This complete summary of the ideas from Darby Checketts' book "Leverage" proposes an intriguing and ultimately convincing argument: at the focal point of every problem there is always a lever. If you identify that lever correctly and then apply it intelligently, every problem that arises can be solved. In this book, the author provides the reader with a list of personal levers that they can develop and states the importance of the five key areas of life: family, community, career, hobbies and personal development. This summary offers a motivating and exciting blueprint for the most effective ways to gain more from your career, and your life as a whole. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Leverage" and start getting the most out of everything that you do.

*A Contagious Cause* - Robin Wolfe Scheffler 2019-06-15

Is cancer a contagious disease? In the late nineteenth century this idea, and attending efforts to identify a cancer "germ," inspired fear and ignited controversy. Yet speculation that cancer might be contagious also contained a kernel of hope that the strategies used against infectious diseases, especially vaccination, might be able to subdue this dread disease. Today, nearly one in six cancers are thought to have an infectious cause, but the path to that understanding was twisting and turbulent. *A Contagious Cause* is the first book to trace the century-long hunt for a human cancer virus in America, an effort whose scale exceeded that of the Human Genome Project. The government's campaign merged the worlds of molecular biology, public health, and military planning in the name of translating laboratory discoveries into useful medical therapies. However, its

expansion into biomedical research sparked fierce conflict. Many biologists dismissed the suggestion that research should be planned and the idea of curing cancer by a vaccine or any other means as unrealistic, if not dangerous. Although the American hunt was ultimately fruitless, this effort nonetheless profoundly shaped our understanding of life at its most fundamental levels. A Contagious Cause links laboratory and legislature as has rarely been done before, creating a new chapter in the histories of science and American politics.

**Summary: Power Relationships** - BusinessNews Publishing 2015-07-01  
The must-read summary of Andrew Sobel and Jerold Panas' book: "Power Relationships: 26 Irrefutable Laws for Building Extraordinary Relationships". This complete summary of ideas from Andrew Sobel and Jerold Panas' book "Power Relationships: 26 Irrefutable Laws for Building Extraordinary Relationships" recognises the importance of building personal and professional relationships to get ahead in the business world. It is easy to contact these people, but engaging their attention and forming a meaningful relationship is the difficult part. According to Sobel and Panas, there are four questions you must ask yourself: 1. How can I connect and engage? 2. How can I become relevant? 3. How can I create a deep bond? 4. How can I have a lasting impact? To answer these questions, the authors provide 26 laws for building power relationships. Use these laws to find ways to connect and build meaningful power relationships. Added-value for this summary: • Save time • Build meaningful power relationships • Have an impact on others and become relevant To learn more, read the summary of "Power Relationships" and follow the 26 laws to build successful power relationships that last!

**Summary, Analysis & Review of Jonah Berger's Contagious by Instaread** - Instaread 2017-01-30  
Summary, Analysis & Review of Jonah Berger's Contagious by Instaread

Preview: Contagious: Why Things Catch On is a playbook for marketing in the internet age, when products and ideas live or die based on whether or not they can go viral. Author Jonah Berger describes six principles that, when applied together, can often predict whether an idea or product will spread. Any product or idea can go viral. It doesn't take a big advertising budget or a celebrity endorsement to raise awareness. Instead, the six principles of contagiousness can be turned into the helpful mnemonic acronym STEPPS. These are Social Currency, Triggers, Emotion, Public, Practical Value, and Stories. For a product or idea to spread, it must use each of these steps. While STEPPS can help guarantee that an idea or product will go viral, some concepts are more likely to spread successfully than others. For example, a well-priced television is more likely to lure buyers than a poor-quality television with ... PLEASE NOTE: This is a Summary, Analysis & Review of the book and NOT the original book. Inside this Summary, Analysis & Review of Jonah Berger's Contagious by Instaread: · Overview of the Book · Important People · Key Takeaways · Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience. Visit our website at [instaread.co](http://instaread.co).

**Summary: Being the Best** - BusinessNews Publishing, 2013-02-15  
The must-read summary of Denis Waitley's book "Being the Best: Learn How to Replace Self-Destructive, Popular Myths with Life-Changing, Practical Truths". This complete summary of the ideas from Denis Waitley's book "Being the Best" shows that success in life is not measured by what a person gets, but by what they continue to do with what they have. The concept of success is very personal. Therefore, happiness and fulfillment are actually generated through the richness of the experience on the journey to success and not in the fleeting moment when

someone feels they have arrived. In the final analysis, success is not a destination at all - it's a way to travel. This summary highlights that success must be built from the inside out if it is to be sustained over an extended period. It has nothing to do with comparisons to other people, and everything to do with the exhilaration that comes with doing something that is extraordinary, excellent and heart warming. Added-value of this summary: • Save time • Understand key concepts • Increase your business knowledge To learn more, read "Being the Best" and find out how to unleash your potential and be the best you can.

**Summary of The Devil in the White City - [Review Keypoints and Take-aways]** - PenZen Summaries 2022-10-19  
The summary of The Devil in the White City - Murder, Magic and Madness at the Fair that Changed America presented here include a short review of the book at the start followed by quick overview of main points and a list of important take-aways at the end of the summary. The Summary of The novel "The Devil in the White City" from 2003 transports the reader to Chicago in the 1890s, when the burgeoning city was preparing to host the World's Fair in the midst of a period of serious social unrest and widespread criminal activity. The events depicted in these ideas combine the horrific deeds committed by one of the world's first serial killers with the riveting tale of exciting American innovation. The Devil in the White City summary includes the key points and important takeaways from the book The Devil in the White City by Erik Larson.

Disclaimer: 1. This summary is meant to preview and not to substitute the original book. 2. We recommend, for in-depth study purchase the excellent original book. 3. In this summary key points are rewritten and recreated and no part/text is directly taken or copied from original book. 4. If original author/publisher wants us to remove this summary, please contact us at support@mocktime.com.

**Summary: Contagious Success** - Businessnews Publishing 2016-09-16

**Summary: Breakthrough Selling** - BusinessNews Publishing, 2013-02-15  
The must-read summary of Barry Farber and Joyce Wycoff's book:

"Breakthrough Selling: Customer-Building Strategies from the Best in the Business". This complete summary of the ideas from Barry Farber and Jocyce Wycoff's book "Breakthrough Selling" shows that many people sell products, but not all of them are good at selling. In their book, the authors explain how some of the best salespeople have succeeded by providing outstanding customer service. According to Farber and Wycoff, the key to success lies in the ability of an organisation's salespeople to become true partners with their customers. By reading this summary, you will learn how to develop customer-building strategies in order to make breakthrough sales. Added-value of this summary: • Save time • Understand key concepts • Expand your sales skills To learn more, read "Breakthrough Sales" and discover the strategies of the best salespeople that can help your company to make breakthrough sales.

**Contagious Optimism** - David Mezzapelle 2013-06-11  
David Mezzapelle was inspired to write this uplifting book based on his life's experiences and his own contagious optimism. He has influenced many people with his outlook and this book offers optimism to others around the globe.

Contagious Optimism includes stories and parables of amazing life turnarounds from real people world-wide. A compendium of encouragement, Contagious Optimism also includes advice and guidance from business leaders, visionaries and professionals. Nowadays, many people have lost confidence in themselves and the world around them due to personal hardship along with economic and political uncertainty worldwide. Contagious Optimism shows readers that it's possible to FIND the silver lining in every cloud. Developed by the team that brought you Random Acts of Kindness, this book is like Chicken Soup for the Soul meets Pay It Forward, on steroids! Contagious Optimism is pure inspiration that

will lift hearts, open minds, and create a movement of pass-it-on hope and happiness. Featured stories and endorsements from "contagious optimists" such as: Michael Beckwith - Founder of the single largest interfaith church in America: LA's Agape. Nancy Ferrari - The "Oprah of AM Radio" Daniel Tully - Chairman Emeritus of Merrill Lynch and one of the top executives to ever grace Wall Street.

**The Rules of Contagion** - Adam Kucharski 2020-02-13

An Observer Book of the Year A Times Science Book of the Year A New Statesman Book of the Year A Financial Times Science Book of the Year 'Astonishingly bold' Daily Mail 'It is hard to imagine a more timely book ... much of the modern world will make more sense having read it.' The Times We live in a world that's more interconnected than ever before. Our lives are shaped by outbreaks - of disease, of misinformation, even of violence - that appear, spread and fade away with bewildering speed. To understand them, we need to learn the hidden laws that govern them. From 'superspreaders' who might spark a pandemic or bring down a financial system to the social dynamics that make loneliness catch on, *The Rules of Contagion* offers compelling insights into human behaviour and explains how we can get better at predicting what happens next. Along the way, Adam Kucharski explores how innovations spread through friendship networks, what links computer viruses with folk stories - and why the most useful predictions aren't necessarily the ones that come true. Now revised and updated with content on Covid-19.

**Language Education and Emotions** - Mathea Simons 2020-10-09

*Language Education and Emotions* presents innovative, empirical research into the influence of emotions and affective factors in language education, both in L1 and in foreign language education. It offers a comprehensive overview of studies authored and co-authored by researchers from all over the world. The volume opens and ends with "backbone" contributions by two of the discipline's most reputed

scholars: Jane Arnold (Spain) and Jean-Marc Dewaele (United Kingdom). This book broadens our understanding of emotions, including well-known concepts such as foreign language anxiety as well as addressing the emotions that have only recently received scientific attention, driven by the positive psychology movement. Chapters explore emotions from the perspective of the language learner and the language teacher, and in relation to educational processes. A number of contributions deal with traditional, school-based contexts, whereas others study new settings of foreign language education such as migration. The book paints a picture of the broad scale of approaches used to study this topic and offers new and relevant insights for the field of language education and emotions. This book will be of great interest to academics, researchers and postgraduate students in the field of language education, psycholinguistics, sociolinguistics, and applied linguistics.

*Summary: Professional Services Marketing* - BusinessNews Publishing, 2014-10-28

The must-read summary of Mike Schultz and John Doerr's book: "Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success". This complete summary of the ideas from Mike Schultz and John Doerr's book "Professional Services Marketing" states that, at one time, professional services firms could grow steadily on the strength of repeat business and client referrals alone. However, it is likely that those days are gone forever. In their book, the authors explain that these firms need to use smart and engaging marketing in order to grow, and get proactive about bringing a steady stream of new clients into your business on an ongoing basis. This summary provides five key areas that need to be covered to grow a professional services firm today and how to approach them. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read

"Professional Services Marketing" and discover the key to growing a professional services firm in today's market.

*Summary: Crush It!* - BusinessNews Publishing, 2013-02-15

The must-read summary of Gary Vaynerchuk's book: "Crush It! Why Now is the Time to Cash In on Your Passion". This complete summary of the ideas from Gary Vaynerchuk's book "Crush It!" shows that it is all about enabling you to live your passion. This summary highlights that anyone can turn what they're absolutely passionate about into a successful business venture. This summary aims to take you from the drudgery of an unloved job to being 'pumped up' for work every morning. Pick your passion and become an expert. Do the research and make sure you know everything there is to know about your chosen field. Create great content and be authentic. Then it's all about harnessing the power of the World Wide Web. In fact, this is the key - not only to success but also to the advertising dollar. Build a website, set up a blog and use the huge number of social networking forums to get your message out there. The internet can massively and quickly increase your visibility and the more hits you get the more advertising money you can pitch for. Of course none of this will happen without the ability to hustle; that's how you get the advertisers interested and keep them that way. Added-value of your summary: • Save time • Understand key concepts • Increase your business knowledge To learn more, read "Crush It!" and discover how your work can be your own passion.

*Summary: Crunch Point* - BusinessNews Publishing, 2013-02-15

The must-read summary of Brian Tracy's book: "Crunch Point: The 21 Secrets to Succeeding When it Matters Most". This complete summary of the ideas from Brian Tracy's book "Crunch Point" shows that, sooner or later, you're going to hit a "crunch point" in your career - everyone does eventually. In fact, on average a personal or professional crisis will probably crop up in your life every

two to three months. That shouldn't be a surprise but what's important is how you respond to those challenges. The only way you will ever realize your full potential is by learning to respond and react effectively to those challenges whenever and wherever they arrive. Therefore, to be successful you need to develop the ability to solve problems when the pressure is on. If you can learn how to rise to the challenge and keep moving onwards and upwards each time things go wrong, you place yourself in the best possible position to excel in the future. Added-value of this summary: • Save time • Understand key concepts • Increase your business knowledge To learn more, read "Crunch Point" and put yourself in the best possible position to excel in the future.

**Summary: Scaling Up Excellence** - BusinessNews Publishing, 2015-07-01

The must-read summary of Robert Sutton and Huggy Rao's book: "Scaling Up Excellence: Getting to More Without Settling For Less". This complete summary of the ideas from Robert Sutton and Huggy Rao's book "Scaling Up Excellence" shows you how you can look at a part of your organisation that is working well and get all the other parts to follow. According to Sutton and Rao, this can be difficult to scale up and implement but it is possible. By following their seven mantras for scaling, detailed in this summary, you can make all parts of your business coherent. Added-value of this summary: • Save time • Recognise the good aspects of your business and spread them to the other aspects • Use the Seven Mantras of Scaling to successfully scale a part of your business To learn more, read "Scaling Up Excellence" to learn how you can scale parts of your business successfully and quickly!

*The Tipping Point* - Malcolm Gladwell 2022-08-23

'A wonderful page-turner about a fascinating idea that should affect the way every thinking person thinks about the world around him' Michael Lewis In this brilliant and original book, Malcolm Gladwell explains and analyses the 'tipping point', that

magic moment when ideas, trends and social behaviour cross a threshold, tip and spread like wildfire. Taking a look behind the surface of many familiar occurrences in our everyday world, Gladwell explains the fascinating social dynamics that cause rapid change. 'Hip and hopeful, THE TIPPING POINT is like the idea it describes: concise, elegant but packed with social power. A book for anyone who cares about how society works and how we can make it better' George Stephanopoulos

**Summary: The Art of the Start** - BusinessNews Publishing, 2013-02-15  
The must-read summary of Guy Kawasaki's book "The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything". This complete summary of the ideas from Guy Kawasaki's book "The Art of the Start" shows how starting a business is an art. In his book, the author explains a step-by-step approach for starting any business project, from launching a start-up to creating a new product. He also demonstrates the importance of giving meaning to everything you do to make things happen and achieve success. Added-value of this summary:

- Save time
- Understand the key concepts
- Expand your business knowledge

To learn more, read "The Art of the Start" and find out everything you need to know about starting a new business and how to make it a success!

**Summary: Jeffrey Gitomer's 21.5 Unbreakable Laws of Selling** - BusinessNews Publishing, 2014-10-28  
The must-read summary of Jeffrey Gitomer's book: "Jeffrey Gitomer's 21.5 Unbreakable Laws of Selling: Proven Actions You Must Take to Make Easier, Faster, Bigger Sales...Now and Forever". This complete summary of the ideas from Jeffrey Gitomer's book "Jeffrey Gitomer's 21.5 Unbreakable Laws of Selling" highlights the laws which determine whether you excel or stumble along in mediocrity. To excel you certainly don't have to play by the rules but you do have to follow and implement the laws for aligning your actions, progressing forward and building a solid foundation for your future

sales career success. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Jeffrey Gitomer's 21.5 Unbreakable Laws of Selling" and improve your skills to make sales easier and faster.

**Zarrella's Hierarchy of Contagiousness** - Dan Zarrella  
2011-08-23

Want to learn how to maximize social media? When to do it, what words to use, who to tweet at? Look no further than Zarrella's Hierarchy of Contagiousness: The Science, Design and Engineering of Contagious Ideas. Social media master Dan Zarrella has amassed years of experience helping people negotiate the often mystical place of social media marketing. Now, he has condensed those well-trying ideas into this concise and conversational book. Zarrella's Hierarchy of Contagiousness demystifies and deconstructs how social media works, who it benefits and why we all depend upon it to help our good ideas spread.

**Summary: Lessons from the Top** - BusinessNews Publishing, 2014-09-29  
The must-read summary of Thomas J. Neff and James M. Citrin's book: "Lessons from the Top: The Search for America's Best Business Leaders". This complete summary of the ideas from Thomas J. Neff and James M. Citrin's book "Lessons from the Top" shows that there is no one single characteristic or business practice that is common to all great leaders. Instead, the most successful leaders in business all develop and practice a highly personalised mix of character traits, philosophies and practices. In their book, the authors present two lists; a list of six business principles and and a list of the ten common traits that are most common among these leaders and explain how you can adapt them to your own leadership style. This summary is a must-read for any leader who wants to learn from the best and improve their skills. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Lessons from the Top" and discover

the key to excellent leadership.

**Summary: Contagious Success** -  
BusinessNews Publishing, 2013-02-15  
The must-read summary of Susan Annunzio's book: "Contagious Success: Spreading High Performance Throughout Your Organization". This complete summary of the ideas from Susan Annunzio's book "Contagious Success" shows that an in-depth study of 3,000 knowledge workers around the world was carried out to attempt to identify the management behaviors which accelerate profitable growth. Although 77% of these respondents claimed they belonged to a high-performing work group, only 10% of them actually belonged to work groups that generated profitable new products, services or processes. In other words, even the best performing business units could do much better if company leaders could better harness the employee brainpower they already have available. This summary explains how to respond to the changing demands of the marketplace and to succeed in growing. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To

learn more, read "Contagious Success" and achieve results the right way.

**Summary: Business Brilliant** -  
BusinessNews Publishing 2014-11-12  
The must-read summary of Lewis Schiff's book: "Business Brilliant: Surprising Lessons from the Greatest Self-Made Icons". This complete summary of the ideas from Lewis Schiff's book "Business Brilliant" shows that in order to change your own personal financial destiny for the better, you first have to change the way you think and then change the way you act day-by-day. This summary highlights the seven mental habits that will help you become business brilliant and the LEAP method for using this brilliance to get rich. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Business Brilliant" and find out how you can become brilliant and raise your income.

**Invisible Influence** - Jonah Berger  
2017-06-20

Explores the subtle, secret influences that affect the decisions we make--from what we buy, to the careers we choose, to what we eat.