

2019 Business Titles

Ringside Stories: From the Kennedy White House to Real Estate Everest



Offered by: Wiley

ISBN: 9781118898727

Publication Year: 2019-11-18

Number of Pages: 384

Publisher: Wiley

From the Kennedy White House to Real Estate Everest

Category: General

Title Description

Follow the life of a celebrated guru, from hardscrabble boy to self-made man

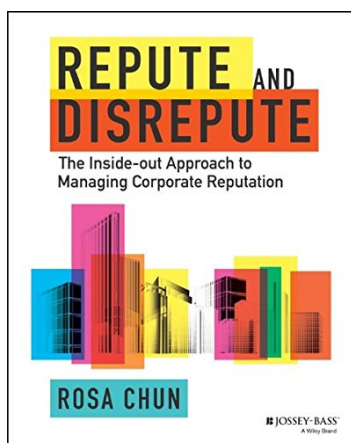
In *Ringside Stories*, real estate guru Dick Corbett reveals the secrets to his success in business and in life, tracking the rough-and-ready life of a man who won't accept failure as an outcome. Setbacks large and small are taken as lessons for the future, and one small success leads to another, larger one until the dream achieved is grander than any restless youth could have imagined. In Corbett's long and remarkably successful career, his commitment to...

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Repute and Disrepute - The Inside-Out Approach to Managing Corporate Reputation



Author: Rosa Chun

Offered by: Wiley

ISBN: 9781119942269

Publication Year: 2019-04-01

Number of Pages: 160

Publisher: Wiley

The Inside-Out Approach to Managing Corporate Reputation

Category: Organizational Behavior

Title Description

Learn a revolutionary new approach to promoting, defending, sustaining and, if necessary, restoring a company's reputation

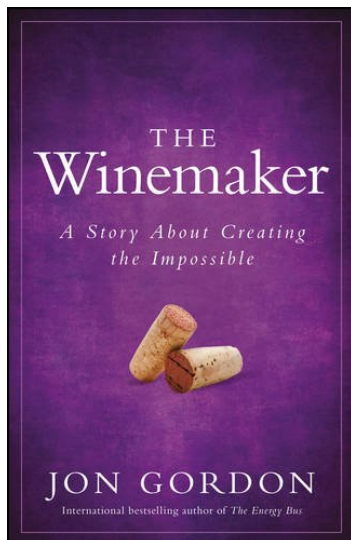
In today's digitized, social networked world, a company or brand reputation can soar to dizzying heights or be buried in the blink of an eye. Never has it been more vital for every company to have a comprehensive strategy in place for managing its good name and for restoring and rebuilding its damaged reputation, should the worst happen. Written by a recognized international expert in the field, this book describes...

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The Winemaker: A Story About Creating the Impossible



Author: Jon Gordon

Offered by: Wiley

ISBN: 9780470888575

Publication Year: 2019-06-10

Number of Pages: 176

Publisher: Wiley

A Story About Creating the Impossible

Category: Motivational

Title Description

A young entrepreneur who has lost his company and fortune gives up hope and jumps off The Golden Gate Bridge. Fortunately, in this business fable of true success, instead of losing his life he is saved by a homeless man who carries him to a nearby park. There the homeless man explains that a dream told him to go to the bridge to save the man who jumped off, then take the man to see the Winemaker.

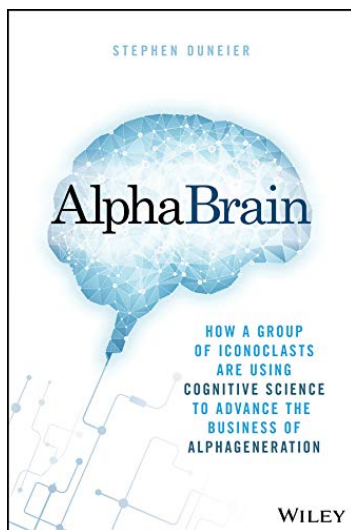
The pair embarks upon a challenging but life-changing journey through the wine country of California. First, they search for the special Winemaker...

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AlphaBrain - How a Group of Iconoclasts Are Using Cognitive Science to Advance the Business of Alpha



Author: Stephen Duneier

Offered by: Wiley

ISBN: 9781119335566

Publication Year: 2019-01-04

Number of Pages: 304

Publisher: Wiley

How a Group of Iconoclasts Are Using Cognitive Science to Advance the Business of Alpha Generation

Category: Wealth Management

Title Description

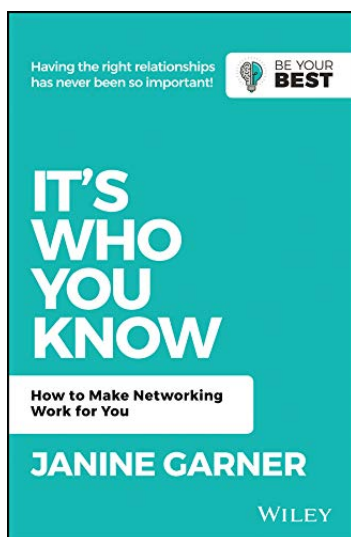
Stephen Duneier is a proponent of proactive thinking. Though the investing industry is typically reactive - e.g. managing risk only when risk becomes apparent - Duneier encourages investors to make decisions up front, before emotions take over. Duneier calls himself a "decision architect," and his goal is to use cognitive science to improve the decision-making of investors. *AlphaBrain* will be a detailed breakdown of his philosophies, with examples of proactive thinking in action.

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It's Who You Know: Make Networking Work for You



Category: Small Business, Personal Success

Title Description

Meet the twelve people that can accelerate your success – in business and in life! It's Who You Know is the long-awaited handbook to effective, productive and influential networking. Having the right relationships is more important than ever before, but digital connectivity and social media has changed the landscape. Social media has made networking easy, but has it made it better? In an age of digital disconnect, having the right relationships is more important than ever before with more and more of us reporting we feel disconnected from soci...

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Author: Janine Garner

Offered by: Wiley

ISBN: 9780730369530

Publication Year: 2019-03-18

Number of Pages: 200

Publisher: Wiley

Accounting Guide: Brokers and Dealers in Securities 2018

Category: Financial

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Author: AICPA

Offered by: Wiley

ISBN: 9781945498992

Publication Year: 2019-01-07

Number of Pages: 464

Publisher: Wiley

Real Communication - How to be you and lead true



Author: Gabrielle Dolan

Offered by: Wiley

ISBN: 9780730369721

Publication Year: 2019-06-04

Number of Pages: 224

Publisher: Wiley

Category: Small
Business,General

Title Description

Recent changes in big business has seen the expectations of employees evolve and the now demand a new style of communication from their leaders. We have seen unprecedented disruption through organisational change, levels of trust have plummeted, the collision of multigenerational workforces and with the rise and rise of technology baffling phrases and acronyms have proliferated. People have never felt so isolated and confused. This book reveals how to guide and communicate in a way that is authentic and will help to truly connect and engage w...

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Boombustology: Spotting Financial Bubbles Before They Burst, Second Edition



Category: General

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Author: Vikram
Mansharamani

Offered by: Wiley

ISBN: 9781119575603

Publication Year: 2019-
04-09

Number of Pages: 304

Publisher: Wiley

Duty of Care: An Executive's Guide for Corporate Boards in the Digital Era



Category: Corporate Governance

Title Description

Board directors have a deep knowledge gap – a gap so deep it can prove fatal. This book fills that gap. It provides board directors, corporate officers and corporate investors with the essential knowledge and context they need to make the right decisions about digital technology investments and deployments. This book is an easy-to-use roadmap written in clear language for directors who want to protect themselves from risks ranging from massive cyber security breaches to digital infrastructure investment mistakes. It is an essential guide and...

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Author: Alizabeth Calder

Offered by: Wiley

ISBN: 9781119578154

Publication Year: 2019-07-18

Number of Pages: 288

Publisher: Wiley

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The Wealth Dragons Collection



Category: General

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- > Armenian
- > Bulgarian

Author: John Lee

Offered by: Wiley

ISBN: 9781119557272

Publication Year: 2019-01-04

Number of Pages: 224

Publisher: Wiley

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