Four Seconds

By Peter Bregman

Genre : Business & Personal Finance

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Four Seconds by Peter Bregman is Business & Personal Finance Peter Bregman, author of the Wall Street Journal bestseller 18 Minutes, offers strategies to replace energy-wasting, counter-productive habits that commonly derail us with truly effective ones. The things we want most—peace of mind, fulfilling relationships, to do well at work—are surprisingly straightforward to realize. But too often our best efforts to attain them are built on destructive habits that sabotage us. In Four Seconds, Peter Bregman shows us how to replace negative patterns with energy boosting and productive behaviors. To thrive in our fast-paced world all it takes is to pause for as few as four seconds—the length of a deep breath—allowing us to make intentional and tactical choices that lead to better outcomes. Four Seconds reveals: Why listening—not arguing—is the best strategy for changing someone’s mind Why setting goals can actually harm performance How to use strategic disengagement to recover focus and willpower How taking responsibility for someone else’s failure can actually help your team Practical and insightful, Four Seconds provides simple solutions to create the results you want without the stress.

A mente de vendas

By : Helen Kensett

Você sabe vender? Quem tem uma meta para bater nunca está tranquilo, e a maioria dos vendedores se pergunta todos os dias o que deveria fazer de diferente para o público se apaixonar pelo seu produto, para ter um canal aberto com o comprador mais importante, para conseguir ler as reações do cliente e negociar sem medo. Ao mesmo tempo, nunca foi tão difícil capturar a atenção das pessoas, que dividem seu tempo e seu dinheiro entre diversos meios de informação, produtos e serviços. A solução é desenvolver uma mente de vendas. Com base na sabedoria da psicologia, mindfulness e história cultural, e também na experiência como vendedora, Helen Kensett desenvolveu 48 ferramentas ilustradas para ajudá-lo a: - Ter foco e mais produtividade. - Reunir conhecimento crucial sobre seu comprador, seu mercado e, sobretudo, seu produto. - Identificar e comunicar claramente os aspectos chaves da sua mercadoria. - Entender a cabeça do cliente e como você pode tornar a sua oferta irresistível. -Identificar a hora de fechar negócio Escolha qualquer uma das ferramentas deste livro e comece a revolução dos seus resultados ainda hoje. Entenda atalhos utilizados pelos melhores vendedores e insights psicológicos para ajudá-lo a aperfeiçoar a sua habilidade em vendas. Pegue uma caneta e comece agora mesmo! *Este livro foi inicialmente projetado para a versão impressa e os conteúdos foram adaptados para a versão digital.*
**Digitaal minimalisme**

By: Cal Newport

Aandachtsexpert Cal Newport legt in ‘Digitaal minimalisme’ uit hoe je doelbewust kan omgaan met digitale overvloed. Steeds meer mensen maken zich zorgen over de invloed van de computer en met name de smartphone op onze concentratie, sociale relaties en tevredenheid. Op z’n minst zien we dat ze ons enorm veel tijd kosten – tijd die niet aan andere zaken kan worden besteed. In dit boek biedt Newport je een eenvoudige en praktische methode om je tijd online radicaal terug te brengen door je alleen nog te richten op een selecte hoeveelheid activiteiten en doelen. Niet minderen, laat staan stoppen, maar de technologie zeer doelbewust gebruiken. Newport doet dit vanuit de overtuiging dat e-mail, sociale media en andere online tools zinvolle hulpmiddelen zijn. Deze hulpmiddelen mogen ons gedrag en onze dagindeling echter niet gaan beheersen.

**Annuities and Retirement Income Planning**

By: Patrick J. Collins

Annuitization is one asset management strategy for retirees seeking to secure lifetime income. The US annuity marketplace offers a variety of annuity contracts, including single premium annuities, advanced life deferred annuities, variable annuities with lifetime income guarantee riders, and ruin contingent deferred annuities. Advisers seeking to provide guidance to clients in or near retirement can benefit by understanding (1) the arguments both for and against annuitization and (2) how a client’s interests might be best represented in the marketplace. Important annuity contract provisions are highlighted and briefly discussed so the adviser can become more familiar with retirement-planning options.

**Trends in Fixed Income: Investing in Bonds**

By: Lydon Tom

This Element is an excerpt from The ETF Trend Following Playbook: Profiting from Trends in Bull or Bear Markets with Exchange Traded Funds (ISBN: 9780137029013) by Tom Lydon. Available in print and digital formats. Understanding today's bond market and using it to increase your returns while managing your risk. Often, investors tend to dismiss the bond market as something for "conservative" investors nearing retirement. But recently, it has been getting far more attention as allocations shift from equities and from alternative investments. Indeed, from a risk/return basis, many parts of the bond market look very appealing compared to almost any asset class.

**Harness the Business Writing Process Fourth Edition Email -- Letters -- Proposals & Reports -- Media Releases -- Web Content**

By: Paul Lima

Ideal for anyone who has to write email, letters, proposals, reports, and web content. Do you find yourself feeling blank when you face the blank page? Do you have a lot to say but don't know where to, or how to, start? Have you ever used ASAP in an email message? Do you want to write more effectively? Do you want to write in a more efficient manner? If you answered yes to any of the above questions, Harness the Business Writing Process is for you. This comprehensive business writing book introduces you to the writing process; shows you how to eliminate the blank page before you write; shows you how to (and why to) capture attention, maintain interest, and influence attitude before you ask for action; helps you quickly outline and write short messages; helps you structure and outline long documents and write them in short, manageable chunks; helps you define (and start with) your purpose; includes sample e-mails, letters, proposals and reports; includes a number of editing and proofreading hints and tips.
Life's a Pitch
By: Stephen Bayley & Roger Mavity
The pitch is the absolute essence of modern business. Ideas are the most valuable commodity in the modern economy and it is human skill which develops them. However the skills of the pitch are not only relevant to the world of business, rather they apply to just about every significant personal transaction in your life... So whether at a sales conference in corporate conference room hell or over lunch at a glamorous restaurant, Life's a Pitch tells you how to handle human transactions. A pitch is not a meeting, it's a drama. A pitch is not about transferring information, it's about transferring power. It is business, but it is also theatre. Part inspirational manual for business, part guidebook to a successful and happy social life, Life's a Pitch is written as the result of an accumulated half century of (mostly successful) pitching by the authors. Ground-breaking and genre-busting, it will transform the way you think about the art of persuasion for ever.

Portfolio Structuring and the Value of Forecasting
By: Jacques Lussier, Andrew, Mark, Crai
Drawing from a CFA Montréal event, this analysis of factor investing reviews types of factors and risk premiums as well as the value of forecasting, including issues with accuracy and improving efficiency.

Le ferrovie
By: Stefano Maggi
"Mai una vicenda all’apparenza così tecnica era stata raccontata con tale commovente afflato"
Corrado Augias Poche cose come il treno hanno contribuito a definire la realtà e l’immaginario degli italiani. Nell’Ottocento la strada ferrata divenne simbolo dell’unità nazionale: non solo si scambiavano merci e idee, ma soprattutto le diverse genti della penisola entravano in contatto, si conoscevano, si mescolavano. Il treno insomma ha cucito insieme l’Italia: con le tradotte dei fanti della prima guerra mondiale, con i “treni popolari” dell’epoca fascista, con i tanti “treni del sole” che nel dopoguerra rovesciarono, a centinaia di migliaia, le genti del sud nelle periferie industriali di Torino e di Milano. Il libro racconta la storia delle ferrovie italiane dalle origini all’evoluzione più recente, che comprende i nuovi treno ad alta velocità e l’ingresso di imprese private a seguito della liberalizzazione del settore.

Activa el boca oreja
By: John Jantsch
El poder de la publicidad tradicional ha decrecido, lo que realmente mueve los negocios hoy en día es el boca-oreja. La gente confía en las recomendaciones de un amigo, un colega, un profesor o una celebridad. Muchos piensan que no pueden hacer nada por promover las referencias interpersonales, pero el autor de este exitoso libro nos muestra una serie de prácticas técnicas que permiten aprovechar el poder de las referencias para conseguir nuevos clientes. El secreto consiste básicamente en entender las razones por las cuales los consumidores recomiendan determinados productos o servicios. Las empresas pueden asegurar que se produzca un ciclo de recomendaciones eficiente mantenido a todos sus clientes contentos y con algo para decir respecto a sus productos o servicios.

Sacred Commerce
By: Matthew Engelhart & Terces Engelhar
In this timely book, authors Matthew and Terces Engelhart present the idea that love before
appearances is the antidote to our spiritual, environmental, and social degradation. Exploring topics such as mission statements, manager as coach, human resources as a sacred culture, and inspirational meetings, they offer a manual for building a spiritual community at the workplace—a vital concept in an age when work consumes the bulk of most adults’ time. Business, the authors explain, is all about providing a service, product, or experience the market wants, and no business can succeed by failing to understand this point. However, integrating the concept of “Sacred Commerce” into business can provide both financial success and spiritual satisfaction. Stressing that every business is an opportunity to make a lasting impact on the lives of both clients and employees, the Engelharts share the tools they’ve learned in their own enterprises to fulfill this vision. Sacred Commerce is the ideal mix of the personal and the practical—a guidebook written by people who have felt success, not just spent it. Dissatisfaction with work is at record levels, and the Engelharts show that you don’t have to suffer personally—or give up your humanity—to pay the mortgage. From the Trade Paperback edition.
4 Second Frenzy: What can you do in four seconds? We don't want to know. But can you defuse a bomb, do math and leap over buildings in time? Free Funny Games from AddictingGames. What can you do in four seconds? We don't want to know. But can you defuse a bomb, do math and leap over buildings in time? Instructions: use arrow keys and space bar. 4 Second Frenzy gameplay. Rating: All Ages (more info). Four Seconds Ago. 1,756 likes · 4 talking about this. Four Seconds Ago is an electronic music project featuring Jake Bowen and Misha Mansoor of... So stoked to finally release The Vacancy! Head over to www.foursecondsago.com to listen now! Four Seconds Ago. 20 September 2018.