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has felt that they could
build something more from

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their brand, were it not for the sometimes-shortsighted demands of management or shareholder.

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idea that brands are about
people, and Challenger
Brands are driven by a
certain kind of person in a

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certain kind of way.

Challenger Brands don't rely on CEOs or founders, but on the people within the organization whose personal qualities and approach to what they do make the difference between whether

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the brand turns to gold or
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station that broadcasts

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camp: either they are about
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brands are about people, and
Challenger Brands are driven

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by a certain kind of person
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Challenger Brands don't rely
on CEOs or founders, but on
the people within the
organization whose personal
qualities and approach to
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difference between whether the brand turns to gold or falls to dust. In line with this thinking, The Pirate Inside forwards two key questions: what does it take to be the driver or guardian of a successful Challenger

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Brand, and what are the demands made by this on character and corporate culture? Building on his answers, Adam Morgan then explores the critical issue of whether big, multi-brand companies can create

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Challenger micro-climates within their companies, and the benefits that they might achieve by doing so.

Titch isn't big and brave like all the other pirates. But when he makes a special

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discovery, he shows his
pirate friends what a
billiant pirate he really
is... Children can create
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Jeremy Jacob joins Braid Beard and his pirate crew and finds out about pirate language, pirate manners, and other aspects of their life.

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times in which we live. It describes how to take the kinds of issues that all of us face today—lack of time, money, resources, attention, know-how—and see in them the opportunity for transformation of oneself

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and one's organization's fortunes. The ideas in the book are based on the authors' extensive work as business consultants, and are brought to life in 35 personal interviews from such varied sources as Nike,

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IKEA, Unilever, the U.S. Navy, Formula One racecar engineers, public school teachers in California, and barley farmers in South Africa. Underpinned by scientific research into the psychology of breakthrough,

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the book is a practical handbook full of tools and tips for how to make more from less. Beautifully designed and accessible, A Beautiful Constraint will appeal beyond its core business audience to anyone

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who needs to find the
opportunity in constraint.
The book takes the reader on
a journey through the
mindset, method and
motivation required to move
from the initial "victim"
stage into the

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transformation stage. It
challenges us to: Examine
how we've become path
dependent—stuck with
routines that blind us from
seeing opportunity along new
paths Ask Propelling
Questions to help us break

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free of those paths and put
the most pressing and
valuable constraints at the
heart of our process Adopt a
Can If mentality to answer
these questions—focused on
"how," not "if" Access the
abundance to be found all

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around us to help transform constraints. Activate the high-octane mix of emotions necessary to fuel the tenacity required for success. We live in a world of seemingly ever-increasing constraints, driven as much

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Brand Overabundance Within
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by an overabundance of
choices and connections as
by a scarcity of time and
resources. How we respond to
these constraints is one of
the most important issues of
our time and will be a large
determinant of our progress

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as people, businesses and planet, in the future. A Beautiful Constraint calls for a more widespread capability for constraint-driven problem solving and provides the framework to achieve that.

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The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't

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about beating the
competition at the old game.
It's about inventing a whole
new game—defining a new
market category, developing
it, and dominating it over
time. You can't build a
legendary company without

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building a legendary
category. If you think that
having the best product is
all it takes to win, you're
going to lose. In this
farsighted, pioneering
guide, the founders of
Silicon Valley advisory firm

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Brand Bigger Culture rely on data analysis and interviews to understand the inner workings of “category kings”— companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or

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doing business, often solving problems we didn't know we had. In *Play Bigger*, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create

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new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and

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even to personal careers.

Crossing the Chasm
Yourself And Your
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revolutionized how we think
about new products in an
existing market. The
Innovator's Dilemma taught
us about disrupting an aging
market. Now, Play Bigger is

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transforming business once
again, showing us how to
create the market itself.

“A fast-paced fantasy
romance with a strong female
protagonist...it will appeal
as much to adult readers as

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to a YA audience. The main characters in this tale are true to themselves in the face of unending surprises and plot twists.”

--Publisher's Weekly

BookLife Prize Danger and romance await across the

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sea. In search of a cure for her dying people, Princess Cali travels to an elusive land perfumed with moonlight and magic. But war is brewing on the horizon. Soraya, the land's princess, owes a great debt to the

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pirate king, and Cali is about to pay it when she reluctantly agrees to court his son, Bae Kelsey, in Soraya's place. The ruse is her only way to access the palace rumored to contain the magical cure she needs.

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Bae is alluring and enigmatic. He weaves himself deeper into the threads of her every time they're together. But she knows the façade can't last. It's only a matter of time before Bae and his father find out

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they've been deceived. If Cali isn't careful, this pirate will not only be her people's downfall... He'll be hers too. Princess of Death is a darkly enchanting fairy tale with hints of "The Little Mermaid" and "The

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Prince and the Pauper.”

Tense and imaginative, it's perfect for fantasy romance fans looking for heart-pounding, enemies-to-lovers, page-turning escape. Read it today!

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