



10 Ways to Stand Out From the Crowd: How to Out-Think and Out-Perform the Competition

Connie Podesta, Jean Gatz

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Business as usual is no longer enough if an individual or organization wants to stand apart from the competition and be the top choice for today's demanding and savvy customer. Connie Podesta and Jean Gatz, with their no-nonsense style, get right to the heart of every organization's number-one concern when they ask their readers: What do you bring to the table that is so memorable and outstanding that people will choose to do business with you? Then, using a combination of their expertise in both psychology and business, they proceed to answer that question with *10 Ways to Stand Out From the Crowd: How to Out-Think and Out-Perform the Competition*. They have ingeniously taken the top-ten business topics and condensed them into ten stand-alone books that can be sold as a whole in print or individually in a digital format. Readers will appreciate a business book that is full of content and also a visual delight to read. With an effortless blend of substance and style mixing personality, graphics, color, and amazing take-home value the authors have created a book that lives up to its name and does indeed stand out from the crowd. This resource: - Allows readers to choose which of the ten hot business topics they want to read and in what order - Helps readers understand the psychology behind the steps they need to take to achieve the results they want - Educates, motivates, empowers, and challenges readers to let go of excuses and move ahead with confidence - Focuses on helping readers look at their options from a whole new perspective - Delivers content, ideas, and information in a bottom-line style so readers can learn what they need to do quickly and move on to new levels easily - Replaces charts, graphs, statistics, and case studies with clear, concise information that can be applied immediately - Supports readers with numerous reflection questions, concise lists, and helpful smart idea tips contained in 140-character green circle for easy reference (just in case they find the urge to tweet and share information with others) - Is available for download of each of the ten ebooks or the complete ten-book set

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