

HBR'S 10 MUST READS

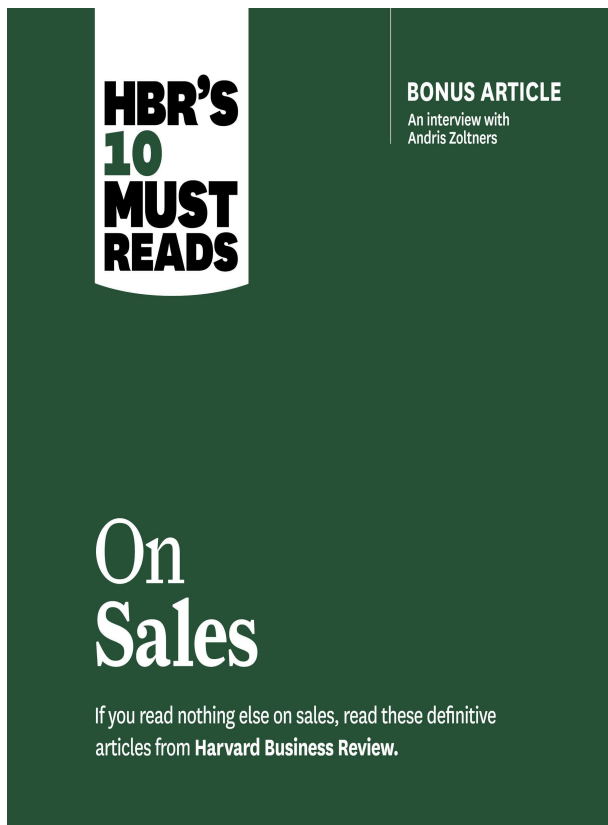
BONUS ARTICLE

An interview with
Andris Zoltners

On Sales

If you read nothing else on sales, read these definitive articles from **Harvard Business Review**.

HBR's 10 Must Reads on Sales: HBR's 10 Must Reads Series



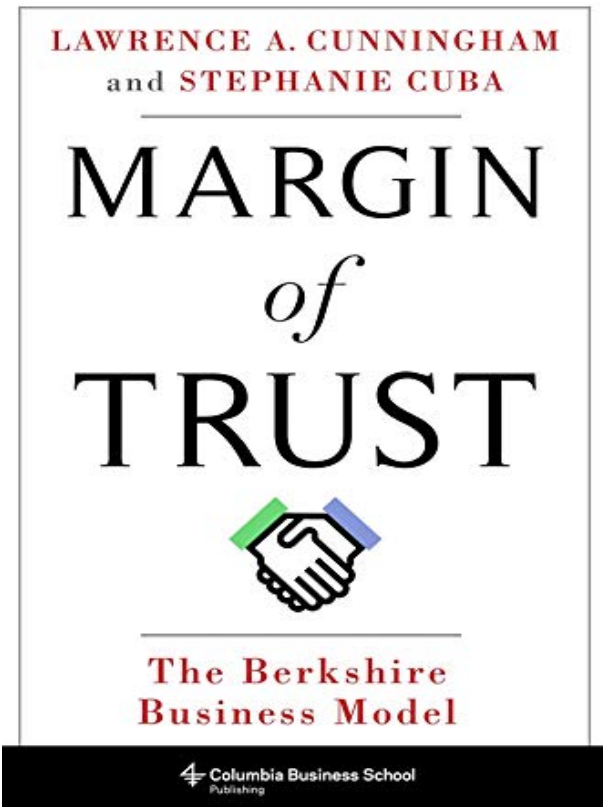
HBR's 10 Must Reads on Sales: HBR's 10 Must Reads Series

[Book Synopsis](#)

Sales isn't about pushing products or being efficient, it's about building the right systems to manage and empower your salespeople. We've combed through hundreds of 'Harvard Business Review' articles and selected the most important ones to help you understand how to create the conditions for sales success. This book will inspire you to: understand your customer's buying center, integrate your sales and marketing operations, assess your business cycle and its impact on your sales force, transition away from solution sales, leverage the power of micro-markets, introduce tiebreaker selling and consensus selling, and motivate your sales force properly. ** PLEASE NOTE: **When you purchase this title, the accompanying PDF will be available in your Audible Library along with the audio. RUNNING

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Margin of Trust: The Berkshire Business Model (Columbia Business School Publishing)



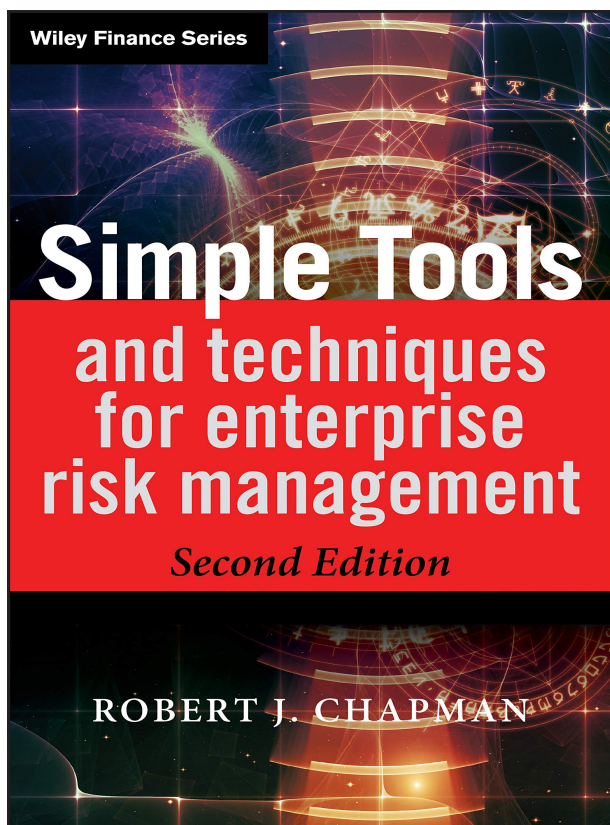
Margin of Trust: The Berkshire Business Model (Columbia Business School Publishing)

Book Synopsis

Warren Buffett and his company, Berkshire Hathaway, are legendary for their distinctive investing approach. Yet many equally unconventional but less well known aspects of Berkshire's managerial practices and organizational structure are rich with lessons for those seeking to follow in Buffett's footsteps. Margin of Trust is the first book to distill Buffett's approach to management and corporate life. It provides a definitive analysis of the tenets of the Berkshire system, its costs and benefits, and how it can be adapted for other organizations. Lawrence A. Cunningham and Stephanie Cuba develop a new account of how Berkshire Hathaway works, showing that the key to its success is trust. Profiling partnership practices and business methods, they contend that Berkshire's distinguishing

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Simple Tools and Techniques for Enterprise Risk Management



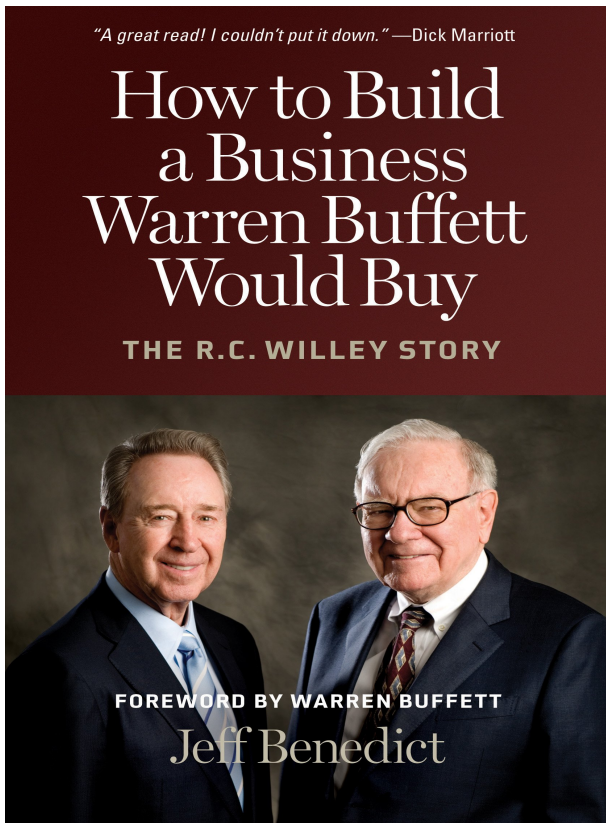
Simple Tools and Techniques for Enterprise Risk Management

Book Synopsis

Your business reputation can take years to build--and mere minutes to destroy. The range of business threats is evolving rapidly but your organization can thrive and gain a competitive advantage with your business vision for enterprise risk management. Trends affecting markets--events in the global financial markets, changing technologies, environmental priorities, dependency on intellectual property--all underline how important it is to keep up to speed on the latest financial risk management practices and procedures. This popular book on enterprise risk management has been expanded and updated to include new themes and current trends for today's risk practitioner. It features up-to-date materials on new threats, lessons from the recent financial crisis, and how businesses need to protect

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How to Build a Business Warren Buffett Would Buy: The R. C. Willey Story



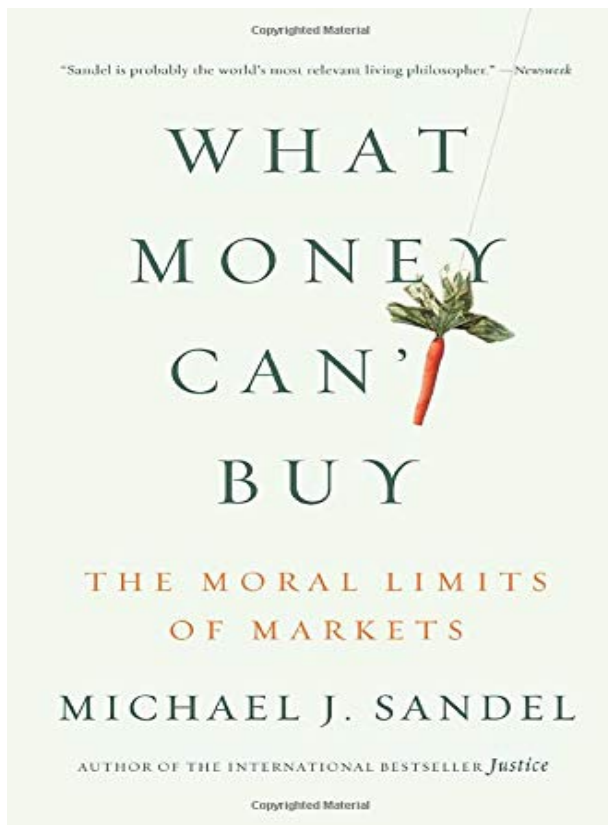
How to Build a Business Warren Buffett Would Buy: The R. C. Willey Story

Book Synopsis

Any entrepreneur will love and appreciate this

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What Money Can't Buy: The Moral Limits of Markets



What Money Can't Buy: The Moral Limits of Markets

Book Synopsis

A renowned political philosopher rethinks the role that markets and money should play in our society. Should we pay children to read books or to get good grades? Should we put a price on human life to decide how much pollution to allow? Is it ethical to pay people to test risky new drugs or to donate their organs? What about hiring mercenaries to fight our wars, outsourcing inmates to for-profit prisons, auctioning admission to elite universities, or selling citizenship to immigrants willing to pay? In his New York Times bestseller *What Money Can't Buy*, Michael J. Sandel takes up one of the biggest ethical questions of our time: Isn't there something wrong with a world in which everything is for sale? If so, how can we prevent market values from reaching into spheres of life where they

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