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No B.S. Ruthless Management Dan Kennedy will freely admit to you that he dislikes having a company that requires having many employees. On the other hand, many of the clients who have achieved stunning growth by following his marketing advice come to him with the management questions that go hand in hand with growth.

No B.S. Ruthless Management - Profit Advisors

In his traditional No B.S. style, Kennedy kicks traditional leadership and management ideas squarely in the teeth with a realistic, straightforward assessment of the real relationship between business owners and their employees. Uncompromising strategies help managers gain iron-fisted control and get the results they demand.

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No B.S. Ruthless Management of People and Profits by Dan Kennedy excerpts and synopsis by GKIC-Jax No B.S. Business Advisor Rich Sadler Once I started reading, I finished the tome in two settings. What I like most about "No B.S. Ruthless Management of People and Profits" is Dan's writing style. He does a great job getting to the point.

No BS Ruthless Management Synopsis

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Revised edition of the author's No B.S. ruthless management of people & profits, published in 2008.

"Never take incoming calls!" and "Use, don't be abused by, technology!" are just two of the dozens of timesaving tips from the Professor of Harsh Reality. In this book, business-success expert Dan Kennedy delivers vital time-management techniques for the super-busy entrepreneur. In his infectiously energetic style, Kennedy, noted author, speaker, and consultant, offers up page after page of time-saving advice -- sometimes tough, sometimes surprising, but always practical. He shows how to: -- Handle the information avalanche -- Turn time into wealth -- Gain the personal discipline that will make you successful

Millionaire maker Dan S. Kennedy and local-level marketing specialist Jeff Slutsky empower small business owners to take on big box companies and distant discounters using their best asset—their ability to bond directly with their consumers. Small business entrepreneurs are armed to go “grassroots” given winning strategies to take their marketing to the street level resulting in higher customer retention, greater referrals, and a thriving business for the long-term. About the Book Kennedy and Slutsky dare small business owners to break free of the ingrained tendencies to “advertise when you need more

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customers” and to copycat what they see big, national companies doing. Local business owners are urged to add some politicking to their business presence, focusing their marketing on directly connecting with their customers, integrating them into their community and even, their daily activities. Kennedy and Slutsky deliver creative, high impact alternatives and supplements to disappointing traditional advertising and new media including strategies for gaining free advertising from local news media, creating events that multiply customers, and effectively using direct mail. Small business owners also uncover surefire tactics that capitalize on their neighborhoods, the four walls of their business, and the internet, reaching their local customers and creating a sense of a personal relationship. Throughout their lesson in going grassroots, Kennedy and Slutsky also reveal the nine inconvenient truths of grassroots marketing, keeping small business owners on track and on their way local business stardom. Features • Presents a marketing approach specifically engineered for small (local) businesses • Reveals 9 No B.S. inconvenient truths and how to implement them • Illustrates concepts with examples from practicing business owners • From Dan Kennedy, author of the popular No B.S. books including No B.S. series, which shipped more than 250,000 copies • Identifies what’s wrong with traditional and new media advertising • Offers methodology to break free from ingrained tendencies and copycat marketing

Kennedy dares marketers to dramatically simplify their marketing, refocusing on what works. Updated to address the newest media and marketing methods, this marketing master plan — from marketing master Kennedy—delivers a short list of radically different, little-known, profit-proven direct mail strategies for ANY business. Strategies are illustrated by case history examples from an elite team of consultants—all phenomenally successful at borrowing direct marketing strategies from the world of mail-order, TV infomercials, etc., to use in ‘ordinary’ businesses including retail stores, restaurants, and

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You've come up with a brilliant idea for a brand-new product or service you know could make you rich. Or maybe you currently own a business that pays the bills, and your dream is to become fabulously successful and retire a millionaire. But how? How to Make Millions with Your Ideas has all the answers. This book is packed with the true stories and proven advice of ordinary people who began with just an idea, a simple product, or a fledgling business and wound up with millions. It examines the methods and principles of dozens of successful entrepreneurs, including author Dan Kennedy's surefire, easy-to-follow Millionaire Maker Strategies. It helps you determine which of three paths to success are best for you and guides you step-by-step down that path on your way to fortune. Discover:

- The eight best ways to make a fortune from scratch
- How to turn a hobby into a million-dollar enterprise
- How to sell an existing business for millions
- The power of electronic media to help make you rich
- The "Million Dollar Rolodex" of contacts and information you can use to get on the road to wealth

For the next 20 years, roughly 10,000 citizens will hit medicare eligibility each and every day. Understanding their attitudes, interests, spending patterns, buying preferences and the emerging opportunities for profiting by targeted development and marketing of products and services to them is vital to the forward thinking entrepreneur and marketing executive. There is no product, service, industry or profession category unaffected by this demographic sea-change. The leading-edge boomer and senior population quietly controls the majority of the discretionary spending and investing capability, so this is the roadmap to the money.

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**Really Getting Rich**  
A successful entrepreneur who has influenced one million business owners as an advisor and business coach provides new tactics and strategies to help business owners attract opportunity, increase personal value, and change their lives. Original.

Millionaire maker Dan S. Kennedy and marketing strategist Jason Marris dare you to re-examine your every belief about pricing and empower you to take a more creative, more effective, bold approach to your price-and prosperity. Kennedy and Marris don't offer little tricks, like new ways to say 50% off, half off, or 2 for 1. They tell you the secret to setting prices for the greatest gain. Then they teach you how to avoid the ultimate price and fee failures-like attracting customers who buy by price. You'll discover how to compete with FREE, learn how to discount without damage, and uncover the key to price elasticity. Most importantly, you'll grasp how to use price to your extreme advantage and grant yourself the power to be as profitable as possible. Reveals: The 9 ultimate price and fee failures The trick behind discounting without devaluing The 5 price-related propositions to be concerned with The million-dollar secret behind "FREE" How to win price wars with competitors Why price cutting isn't the cure for the recession and what is Book jacket.

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