



Jeffrey Gitomer's Little Gold Book of Yes! Attitude: How to Find, Build and Keep a Yes! Attitude for a Lifetime of Success, Jeffrey H. Gitomer, Financial Times/Prentice Hall, 2007, 0131986473, 9780131986473, 199 pages. Every business winner has one thing in common: a YES! Attitude that's powerful enough to help them achieve the impossible! When you've got a YES! Attitude, you assume everything will start with "YES!" ...and you'll find a way to "YES!" even when the first, second, and third answer you hear is "NO!" You say you weren't born with a YES! Attitude? No problem! Jeffrey Gitomer will give you all the tools you need to build one. As the world's #1 expert in selling (and the author of the best-sellers Little Red Book of Selling and Little Red Book of Sales Answers.) Gitomer knows more about attitude than anyone. Now he's brought those lessons together in a book you can read in one sitting... a book that'll change your life! What makes this book unique? It's not just "inspiration": it's a complete, step-by-step, fully-integrated game plan for understanding and mastering your attitude. You'll learn 7.5 specific things you can do to maintain your intensity, drive, and commitment... discover 20.5 "attitude gems" that capture the value of thousands of dollars of books and courses... learn how to overcome the 10.5 most dangerous "attitude busters"... then learn how to maintain your YES! Attitude every day, for the rest of your life! Don't just read this book once: study it, live it -- and win!

When Am I Going to Be Happy? How to Break the Emotional Bad Habits That Make You Miserable, Penelope Russianoff, 1988, , 287 pages. Discusses the negative emotional habits that cause unhappiness--including guilt, anger, depression, loneliness, and jealousy--and offers hope and practical techniques to change

Trust How to Earn It, Grow It, and Keep It to Become a Trusted Advisor in Sales, Business and Life, Jeffrey H. Gitomer, Dec 11, 2008, , 198 pages. Explains how to build successful relationships with others, discussing the definition of trust, the characteristics of trustworthy people, and how to provide business and sales

Attitude Quote/Unquote, Applewood Books, Sep 1, 2002, , 52 pages. One of the twelve-book "Quotes of Inspiration" Series. This little collection of over 100 inspirational and motivational quotations from famous Americans is separated into two

Jeffrey Gitomer's Little Platinum Book of Cha-ching! 32.5 Strategies to Ring Your Own (cash) Register of Business and Personal Success, Jeffrey Gitomer, Jeffrey H. Gitomer, 2007, Business & Economics, 197 pages. Presents thirty-three tips on personal and business success gleaned from the experiences and wisdom of John Patterson, founder of the National Cash Register Company..

Attitude is Everything Change Your Attitude...and You Change Your Life!, Jeff Keller, May 1, 1999, Self-Help, 130 pages. By learning and applying the 12 lessons in this book, you'll be energized...you'll begin to see new possibilities...you'll take action to develop your unique talents...and you

Little Gold Book of Yes! Element 5 , Jeffrey Gitomer, Oct 1, 2010, Business & Economics, . The Little Gold Book of Yes! tells you how to find, build, and keep a Yes! Attitude for a lifetime of

success. Here's element 5: attitude achievement..

The 7 Rules of Change Management , Jim Champy, Oct 1, 2010, Business & Economics, . New York Times bestselling author Jim Champy has seven rules for leading organizations through change. They are: See the world as it truly is, share good ideas with all, make

Jeffrey Gitomer's little red book of selling 12.5 principles of sales greatness : how to make sales forever, Jeffrey H. Gitomer, Jun 15, 2004, Business & Economics, 219 pages. Salespeople hate to read. That's why Little Red Book of Selling is short, sweet, and to the point. It's packed with answers that people are searching for in order to help them

Talent is Overrated What Really Separated World-class Performers from Everybody Else, Geoffrey Colvin, 2008, Business & Economics, 228 pages. Links success to the practice and perseverance of specific efforts, and draws on scientific principles and real-world examples to demonstrate this systematic process at work..

Mind Capture How You Can Stand Out in the Age of Advertising Deficit Disorder, Tony Rubleski, Aug 1, 2008, Business & Economics, 196 pages. FINALLY! A New Business Book That's Not Boring And Long Overdue. In mind capture you'll discover: *Ways to quickly investigate, cross pollinate and then detonate ideas into

Jeffrey Gitomer's little green book of getting your way how to speak, write, present, persuade, influence, and sell your point of view to others, Jeffrey Gitomer, Apr 1, 2007, , 202 pages. Teaches how to unlock the power of persuasion, including how to tell a story in a compelling and compassionate manner, how to inject humor in the persuasive process, and how to

Every business winner has one thing in common: a YES! Attitude that's powerful enough to help them achieve the impossible! When you've got a YES! Attitude, you assume everything will start with "YES!" ...and you'll find a way to "YES!" even when the first, second, and third answer you hear is "NO!" You say you weren't born with a YES! Attitude? No problem! Jeffrey Gitomer will give you all the tools you need to build one. As the world's #1 expert in selling (and the author of the best-sellers Little Red Book of Selling and Little Red Book of Sales Answers.) Gitomer knows more about attitude than anyone. Now he's brought those lessons together in a book you can read in one sitting... a book that'll change your life! What makes this book unique? It's not just "inspiration": it's a complete, step-by-step, fully-integrated game plan for understanding and mastering your attitude. You'll learn 7.5 specific things you can do to maintain your intensity, drive, and commitment... discover 20.5 "attitude gems" that capture the value of thousands of dollars of books and courses... learn how to overcome the 10.5 most dangerous "attitude busters"... then learn how to maintain your YES! Attitude every day, for the rest of your life! Don't just read this book once: study it, live it -- and win!

Jeffrey Gitomer is the world's #1 expert on selling. He is author of the WSJ and BusinessWeek best-seller Jeffrey Gitomer's Little Red Book of Selling (over 400,000 sold) as well as the WSJ and BusinessWeek best-seller The Little Red Book of Sales Answers (Prentice Hall) (over 130,000 sold); The Sales Bible (over 200,000 sold) ; and Customer Satisfaction is Worthless, Customer Loyalty is Priceless. He gives over 100 presentations a year, serving customers ranging from Coca-Cola to Cingular Wireless, Wells Fargo Bank and IBM to Mercedes Benz.

I've been gravitating more towards personal improvement books and blogs of late, and this particular book was one that I was looking forward to receiving... Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of SUCCESS by Jeffrey Gitomer. It may not be everyone's particular style of choice when it comes to self-improvement, but I loved this little gem...

Gitomer is well-known as a sales motivator, and many of his prior titles deal with the art of the sale. While there's still a bit of a sales focus in YES!, it's more designed to be a personal motivator for

your attitude in all areas of life. In terms of content, he's similar in nature to the big names of personal improvement, such as Zig Ziglar, Jim Rohn, and others. But his style of writing is more "in your face", more "cheerleader" in look and feel, and I don't mean that in a bad way. He uses a never-ending kaleidoscope of fonts, colors, and print layouts to get his point across. You definitely don't get bored reading the book...

He is big on surrounding yourself with positive influences as well as structuring your schedule to get positive input each day (preferably first thing in the morning). By consciously focusing on these things, you start to ensure that your attitude moves from (potentially) negative to positive, and then to the level of YES!. There were a number of things that resonated with me when reading this, such as taking an hour a day to work on your skills instead of spending that time watching news (largely negative) or TV (mostly worthless).Read more ›

I'm not sure how I discovered this little gem, but I was obviously in the mood for something upbeat - and that's what this book delivers. Gitomer isn't all that different from thousands of self-help authors that have come before him. He even gives away the secret of his success on page 8 when he tells the reader that he has 982 books on positive mental attitude and personal development in his own library.

There's little doubt that everything in this Gitomer book can be found in one or more of the books in his library. But here's the difference: Gitomer is a showman, a one-man revue of positive thinking. Every page sparkles with the force of Gitomer's personality and his relentless (if ancient) message: you are what you think.

You can dip in anywhere and come up with a handful of bright, shining attitudinal nuggets to carry you through a bad moment, a bad day, maybe even a bad year. He intersperses quotations from self-help classics with his own kind of homespun advice. Some of it just plain corny: "If you think I'm nuts, you may be right. But I'm a nut with a positive attitude, baby." And does it ever show.

In a hundred years, there will probably be no mention of Jeffrey Gitomer in any history books. Maybe not even in twenty years. But the guy is definitely in the "now". An effective self-promoter of his own self-help regimen, sales consultancy and a bunch of other businesses. He claims to deliver more than 120 live seminars a year. I think he'd be a treat to see: I get the idea that he could light up a string of Christmas tree lights with his own energy.

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that your attitude moves from (potentially) negative to positive, and then to the level of YES!. There were a number of things that resonated with me when reading this, such as taking an hour a day to work on your skills instead of spending that time watching news (largely negative) or TV (mostly worthless). At the end of a year, those hours will add up and make you really knowledgeable on whatever you focused on. You might become an expert on some part of your career, or you may be an expert on American Idol. Which is going to be more beneficial to your personal success? I've found this to be true when it comes to my writing activities. I've gotten much better at it (whether I'm "good" is up for debate), and I'm sure it's due to spending time at it as opposed to following the latest reality series... I would like to apply this same focus to attitude, and see the improvement that would make both at work and home. An excellent book, fun to read, and very thought-provoking. And if you take his words seriously, your life will never be the same (and that's a good thing)... Read more ›

Jeffrey Gitomer knows how to write about selling . . . I've read and enjoyed two of his other books--THE LITTLE RED BOOK OF SELLING and THE SALES BIBLE . . . in each instance, I found myself taking copious notes . . . that's always a good sign; i.e., it shows there is something that I wish to retain and/or share with others. The same thing happened when I devoured JEFFREY GITOMER'S LITTLE GOLD BOOK OF YES! ATTITUDE . . . it took me just a few hours to read, but that's misleading in that after I finished, I had to go back to revisit much of it . . . and I'm sure I will continue to do so in the future, in that it is that good. Perhaps most importantly, Gitomer got me to think about what's important in life . . . for example, when feeling down, he advises that all you need to do is: Visit a children's hospital or help someone less fortunate than you. Get comfortable with the plight of others, and feel good about the minuteness of your problems compared with theirs. I also liked his advice on how to find out about the weather: Poke your head outside in the morning. It's a lot more accurate than the weather guy. The above might seem basic, but if you're like me, you need to be reminded of it every so often . . . likewise, Gitomer urges you to think the following when it comes to making money: Most people get into a career to "make money." There could not be a worse reason to enter a profession. The best way to amass a lot of money in a career is to earn it. And, also, I liked the author's shortest goal lesson in life: Post your goals (in front of your face) on your bathroom mirror, and say them twice a day. Once achieved, post your accomplishments on your bedroom mirror so you can start each day by looking at your success. Lastly, Gitomer constantly offers readers the opportunity to gain even more from his book by references to his website . . . one free offer promises you his collection of personal quotes for your personal inspiration . . . please excuse me while I go get that now. Read more ›

I confess I am usually a sucker for this genre of motivational self-help books. I thought Gitomer's "Little Black Book of Contacts" was superb. I think he laid a repetitious egg, a repetitious egg, a repet - oh, well, you get the idea. He takes a simple idea - that we need a good attitude -- and pumps it up with so much hype and hot air, you could power a small city for weeks with the methane given off. The idea could be expressed in two pages but he uses lots of EXCLAMATION POINTS!!!! and large print, cartoons and icons to stretch this into a book. Nice try, Jeffrey, but there are likely 10.5 reasons why I thought the book laid an egg. (Your mileage may vary.) Like chicken soup for your motivation -- it won't hurt and it may help.

I'm not sure how I discovered this little gem, but I was obviously in the mood for something upbeat - and that's what this book delivers. Gitomer isn't all that different from thousands of self-help authors that have come before him. He even gives away the secret of his success on page 8 when he tells the reader that he has 982 books on positive mental attitude and personal development in his own library. There's little doubt that everything in this Gitomer book can be found in one or more of the books in his library. But here's the difference: Gitomer is a showman, a one-man revue of positive thinking. Every page sparkles with the force of Gitomer's personality and his relentless (if ancient) message: you are what you think. You can dip in anywhere and come up with a handful of bright, shining attitudinal nuggets to carry you through a bad moment, a bad day, maybe even a bad year. He intersperses quotations from self-help classics with his own kind of homespun advice. Some of it just plain corny: "If you think I'm nuts, you may be right. But I'm a nut with a positive attitude, baby." And does it ever show. In a hundred years, there will probably be no mention of Jeffrey Gitomer in any history books. Maybe not even in twenty years. But the guy is definitely in the "now". An

effective self-promoter of his own self-help regimen, sales consultancy and a bunch of other businesses. He claims to deliver more than 120 live seminars a year. I think he'd be a treat to see: I get the idea that he could light up a string of Christmas tree lights with his own energy. In any event, the "Little Gold Book of YES! Attitude" is a handy thing for your desk. Pull it out whenever you need a little dose of attitude improvement. Jerry

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