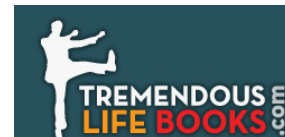


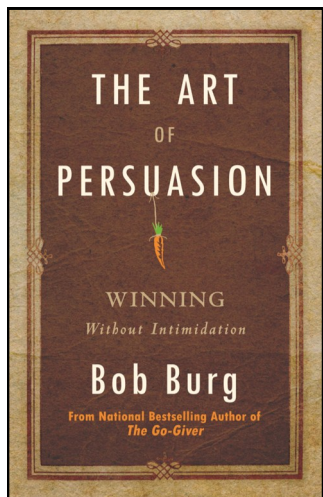


# New Release for October 2011

Quality Products for the Personal Development and Business Markets



sound wisdom



"Bob Burg has done it!  
This new book is dynamic, delightful, and abundantly full of every tip you will ever need to MASTER the art of positive persuasion. Be wise. Buy a carton! Give them to your own sales team and all your clients, too."

**-Dottie Walters, author of Speak & Grow Rich**

Endorsement from the original release *Winning Without Intimidation*.

**ISBN: 0-7684-1300-1**  
**ISBN 13: 978-0-7684-1300-7**  
**Retail: \$15.99**  
**Binding:** Trade Paper  
**Imprint:** Sound Wisdom  
**Category:** Marketing, Communications  
**Trim Size:** 5.5 x 8.5  
**Page Count:** 223

## Winning without intimidation!

How to master the art of positive persuasion in today's real world in order to get what you want, when you want it, and from whom you want it, including the difficult people you come across every day!

The focus of this book is on the art of positive persuasion—winning people over to your side without intimidation. There is nothing manipulative here, just skills and techniques that will reflect the fact that you really like people and want them to like you.

These skills will help you win them over to your way of thinking.

- His national bestseller, *The Go-Giver* has been heralded as a new business classic. It's been translated into 19 languages and has already soared past the 200,000 copies sold mark.
- His critically acclaimed book, *Endless Referrals: Network Your Everyday Contacts Into Sales* has also sold over 200,000 copies and continues to be used as a training manual for top sales organizations throughout the world.
- Bob is an advocate, supporter and defender of the Free Enterprise system, believing that the amount of money one makes is directly proportional to how many people they serve and how well they serve them.
- He also puts his networking and Go-Giver abilities to use for charities, being a former Palm Beach County/Brooks Brothers Leukemia Society Man of the Year for his fundraising efforts on their behalf. A lover of animals, he is a past member of the Board of Directors of Safe Harbor, which is the Humane Society of Jupiter, Florida.

**Bob Burg** shares information on topics vital to the success of today's businessperson. He speaks for corporations and associations internationally, including fortune 500 companies, franchises, and numerous direct sales organizations. Sharing the principles contained in his bestselling books, Bob has addressed audiences ranging in size from 50 to 16,000. He has shared the platform with notables including today's top thought leaders, broadcast personalities, Olympic athletes and political leaders including a former United States President.

