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To Compete In
An Age Of
Disruption

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Win Organizing of

Disruption, by

Geoffrey Moore Chalk

Talk on Geoffrey

Moore's New Book

"Zone to Win" A

Breakdown of the 4

Zones from Geoffrey

Moore's New Book

"Zone to Win"

GOTO 2016 • Zone

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Moore

Geoffrey Moore -

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Zones to Win *Work Models You Need To Know! Ep.2 ZONE TO WIN* by Geoffrey

Moore (strategy and innovation) **Zone to**

Win (Audiobook) by Geoffrey A. Moore

Geoffrey Moore's Book \"Zone to

Win\": Performance

Zone Explanation (1)

Zone to Win and

OKR and V2MOM

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Integration at LABS

*Book Review: Zone
To Win by Geoffrey*

Moore 4 Books for

Success Beyond your

Day Job 5 Strategies

to Help Get Things

Done | Organization

How to Cross the

Chasm: An Interview

with Geoffrey Moore

Innovation

Management at

Rutgers Business

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*School Our Best Tips
to Improve Any
Author Website*

Geoffrey Moore:

Market

segmentation and

Personas |

Understand the User

| App Marketing |

Udacity Crossing The

Chasm - Disruptive

Innovation -

Technology Adoption

Life Cycle *Strata*

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2014: *Geoffrey Moore, "Crossing the Chasm: What's New, What's Not"*

Innovation and Resilience | Jeff Moore |

TEDxRapidCity Zone to innovate

(bookreview) **Chris Kalaboukis - On Geoffrey Moore's book Zone to win Geoffrey Moore's**

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~~Book, \"Zone to Win\":~~

~~Productivity Zone~~

~~Explanation (2)~~

~~Geoffrey Moore —~~

~~Organizing to~~

~~Compete in an Age of~~

~~Disruption Geoffrey~~

~~Moore's Book Zone to~~

~~Win: Transformation~~

~~Zone Explanation (4)~~

~~AirPR - The New PR:~~

~~The Science Behind~~

~~What Works (Geoffrey~~

~~Moore Keynote)~~

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Geoffrey Moore and
Scott Olrich talk Zone
to Win and Crossing
the Chasm Zone To
Win Organizing To

The zone to win for an
established
corporation in the
disruption of their
markets by new
technology requires
the building of
-completely new -
structures (in vision,

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Disruption
competencies,
personnel, products
and distribution), and,
Mr. Moore provides
data and narrative to
say that...

corporations can only
arrange their focus
and capital to do this
only one at a time
every 10 years or so...

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Unabridged by Moore,

Geoffrey A., Parks,

Tom (ISBN:

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"Zone to Win" focuses on how companies should respond to disruption pressures, how to defend or attack in an age of accelerated change. The book is clear and provides actionable

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methods on how to
deal with rapid
innovation Really
enjoyed reading
"Crossing the Chasm"
back in the 1990's,
but had forgotten
about the author for a
while.

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This is what Marc Benioff has in mind, in the Foreword, when explaining that zone management" is about dividing and conquering, establishing independent zones, each with what at Salesforce we call a V2MOM -- Vision, Values, Methods, Obstacles, and

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Measures...Zone to

Win is the playbook
for building
enterprises that reach
escape velocity --
orienting to the future
and avoiding the
inertial pull of the
past.

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“ZONE TO WIN uses crystal-clear language to describe the management plays necessary to win in an ever-disrupting marketplace.

Regardless of your level of management experience, you will find this book an invaluable tool for building long-term success for your

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business.” ?Lip-Bu

Tan, President and
CEO, Cadence

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DIVERSION

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The Four Zones

Organizing to

Compete in an Age of

Disruption Disruptive

Innovations

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Incubation Zone
Transformation Zone
Performance Zone
Productivity Zone
Revenue
Performance Enabling
Investments Horizon
3 Horizon 2 Horizon 1
Horizon 1 8. 9.

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~~Organizing to~~
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of Disruption

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edition by Moore,

Geoffrey A..

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marketing expert
Geoffrey Moore joins

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the show to discuss his new book, Zone to Win: Organizing to Compete in an Age of Disruption. Moore's life's work has focused on the market dynamics surrounding disruptive innovations. In this episode, Moore shares how established enterprises and startups can compete

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Win an age of
disruption.

~~Ep. 11 | Geoffrey
Moore: Organizing to
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"Once again Geoffrey Moore weighs in with a prescient examination of what it takes to win in today's competitive, disruptive business environment. Zone to

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Win is a valuable

playbook for

prioritizing and
allocating resources

with the aim of
exceptionally high

growth." - Satya
Nadella, CEO

Microsoft Watch

Geoffrey Moore

Discuss

~~Zone to Win~~

“ZONE TO WIN uses

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crystal-clear language
to describe the
management plays
necessary to win in an
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marketplace.

Regardless of your
level of management
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find this book an
invaluable tool for
building long-term
success for your
business.” ?Lip-Bu

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Zone to Win:

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Disruption - Ebook

written by Geoffrey A.
Moore. Read this

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competencies,
personnel, products
and distribution), and,
Mr. Moore provides
data and narrative to
say that...

corporations can only
arrange their focus
and capital to do this
only one at a time
every 10 years or so...

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Now ZONE TO WIN

is set to guide
established

enterprises through
the same journey.

“For any company,
regardless of size or
industry, ZONE TO
WIN is the playbook
for succeeding in
today’s disruptive,
connected, fast-paced
business world.”

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—Marc Benioff, CEO,
Salesforce

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To Compete In

~~Chalk Talk on~~

~~Geoffrey Moore's New~~

~~Book "Zone to Win ...~~

Zone to Win is a valuable playbook for prioritizing and allocating resources with the aim of exceptionally high growth." -Satya Nadella, CEO, Microsoft "Whether

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you are looking to catch the next wave or keep it from catching you, you must read this book!"-Dominic Orr, CEO, Aruba Networks "ZONE TO WIN uses crystal clear language to describe the management plays necessary to win in an ever-disrupting marketplace.

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and capital to do this
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every 10 years or
so..... in a nutshell...

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Cooking Zone. Your cooking zone should be located where your range is since well, that's where the cooking mostly happens. If you have a small kitchen, your cooking zone will likely be adjacent to your prep zone. In

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larger kitchens with more space, you might use a sheet pan to move all your mise en place over from your prep zone to your ...

Over the last 25 years, Geoffrey Moore has established himself as

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one of the most
influential high-tech
advisors in the
world—once prompting
Conan O'Brien to ask
“Who is Geoffrey
Moore and why is he
more famous than
me?” Following up on
the ferociously
innovative ESCAPE
VELOCITY, which
served as the basis
for Moore's

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consulting work to
such companies as
Salesforce, Microsoft,
and Intel, ZONE TO
WIN serves as the
companion playbook
for his landmark
guide, offering a
practical manual to
address the challenge
large enterprises face
when they seek to
add a new line of
business to their

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established portfolio.

Focused on spurring
next-generation

growth, guiding

mergers and

acquisitions, and

embracing disruption

and innovation, ZONE

TO WIN is a high-

powered tool for

driving your company

above and beyond its

limitations, its

definitions of success,

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and ultimately, its competitors. Moore's classic bestseller, **CROSSING THE CHASM**, has sold more than one million copies by addressing the challenges faced by start-up companies. Now **ZONE TO WIN** is set to guide established enterprises through the same journey.

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“For any company, regardless of size or industry, ZONE TO WIN is the playbook for succeeding in today’s disruptive, connected, fast-paced business world.”

—Marc Benioff, CEO, Salesforce “Once again Geoffrey Moore weighs in with a prescient examination of what it takes to win

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competitive, disruptive
business
environment." —Satya

Nadella, CEO,

Microsoft "With this

book, Geoffrey Moore

continues to lead us

all through ever-

changing times...His

work has changed the

game of changing the

game!" —Gary Kovacs,

CEO, AVG "ZONE

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TO WIN uses crystal-clear language to describe the management plays necessary to win in an ever-disrupting marketplace.

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business.” —Lip-Bu
Tan, President and
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Disruption

Over the last 25
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Moore has
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Conan O_Brien to ask

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large enterprises face
when they seek to
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business to their
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Focused on spurring
next-generation
growth, guiding
mergers and

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acquisitions, and embracing disruption and innovation, ZONE TO WIN is a high-powered tool for driving your company above and beyond its limitations, its definitions of success, and ultimately, its competitors. Moore's classic bestseller, CROSSING THE CHASM, has sold

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— Marc Benioff, CEO,

Salesforce

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business

environment.

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Nadella, CEO,

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Microsoft "With this book, Geoffrey Moore continues to lead us all through ever-changing times...His work has changed the game of changing the game!" _Gary Kovacs, CEO, AVG _ZONE TO WIN uses crystal-clear language to describe the management plays necessary to win in an

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Regardless of your
level of management
experience, you will
find this book an
invaluable tool for
building long-term
success for your
business. __ Lip-Bu
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“Read this book to learn how to create a company as powerful as Apple.”—Guy

Kawasaki, former chief evangelist of Apple
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Geoffrey A. Moore, author of the marketing masterwork Crossing the Chasm, teaches twenty-first century enterprises how to overcome

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the pull of the past and reorient their organizations to meet a new era

of competition. The world's leading high-tech business strategist, Moore connects the dots between bold strategies and effective execution, with an action plan that elucidates

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the link between
senior executives and
every other branch of
a company. For
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Execution, Clay
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Innovator's Solution,
and Gary
Vaynerchuck's Crush
It!, and for anyone
aiming for the
pinnacle of business

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success,
Escape Velocity is an
irreplaceable
roadmap to the top.

Emphasizing the
importance of seizing
and holding marketing
leadership during the
"tornado" phase of
market development,
a strategy guide for
high-tech companies
and entrepreneurs

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analyzes the
Technology Adoption
Life Cycle
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makes a seminal
contribution to the
search for meaning in
a secular era. Two
questions
fundamental to
human existence

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have always been the metaphysical “where do I fit in the grand scheme of things?” and the ethical “how should I behave?”

Religion is no longer a source of answers for many people, and nothing has replaced it. Moore uses his signature framework-based approach to answer these

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questions, taking us

on an intellectual
roller coaster ride

through physics,

chemistry, biology,

the social sciences
and the humanities.

Along the way, he

builds a metaphorical

ladder that leads from

the big bang to the

need for ethical action

in our daily lives.

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extraordinary range of scholarship with an accessible and entertaining writing style, *The Infinite Staircase: What the Universe Tells Us About Life, Ethics, and Mortality* provides a coherent and unified platform for a full human life.

MOORE/DEALING

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Winning
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Create Business and
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Generate Profits in
Disruption
New Markets through
Innovation! “The best
account I have read
about how companies
can enable and
support internal
entrepreneurs to
achieve innovation-
led growth.” Philip
Kotler, S.C. Johnson

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& Son Professor of

International

Marketing, Kellogg

School of

Management “An

essential resource for

both private and

public sector leaders

seeking to align new

business creation with

an organization’s

mission and strategy .

. . and achieve

results.” William J.

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Perry, former U.S.

Secretary of Defense

“Wolcott and Lippitz

are not only insightful,

they are spot on. This

is exactly the book

corporate

leaders—from CEOs

and functional

executives to

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entrepreneurial

teams—need to help

them navigate the

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exceptional
challenges of organic
growth and
innovation.” Betsy

Holden, Senior
Advisor, McKinsey &
Company, and former
Co-CEO, Kraft Foods,
Inc. About the Book:
IBM reports \$15
billion of annual new
revenues from 22
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2008, \$4 billion in revenues from companywide innovation efforts allowed Whirlpool to maintain its top line, despite global recession and the steep drop in housing markets. A DuPont business group leader, Ellen Kullman, backed an ambitious new business creation

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program and later became DuPont's CEO. Each of these companies has learned how to create new businesses on a repeatable basis. In *Grow from Within*, two leading scholars from the Kellogg School of Management explain how your company can discover the right approach to corporate

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entrepreneurship and
make it profitable.

Taking innovation to
the next level,

corporate

entrepreneurship is
the process of
building new
businesses within an
established
organization— new
businesses that are
distinct from the core
company but that

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leverage some of its
most powerful assets.

Grow from Within

examines: The

fundamentals of

designing a new

business The four

dominant models of

corporate

entrepreneurship

Ways to align your

innovation program

with your strategy

Leadership

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requirements for
developing new
businesses Innovation
is critical to business
success and growth,
but it's only the first
step. Without
strategically driven
processes to turn
insights into growing
businesses, even the
best ideas can fail.
Creativity is often
serendipitous;

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innovation
management should
not be. Grow from
Within provides the
knowledge you need
to conceive and
design valuable new
businesses that
breathe life into ideas
and dramatically
improve your top and
bottom lines.

The possibilities are
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staggering: Had you invested \$10,000 in Cisco Systems in early 1990, your investment would not be worth \$1,285,000. Similarly, a \$10,000 investment made in Microsoft in 1986 would be valued at more than \$1,800,000 today. How do you get in on those deals -- especially if you're

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not a Silicon Valley insider? How do you buy the high-tech winners and avoid the losers? How do you find the Microsofts and Ciscos of tomorrow? The answers are here, in The Gorilla Game. All you have to do is learn the rules. The Gorilla Game reveals the dynamics driving

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the market for high-tech stocks and outlines the forces that catapult a select number of companies to "gorilla" status -- dominating the markets they serve in the way that Microsoft dominates software operating systems and Cisco dominates hardware for data networks. Follow the

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rules of The Gorilla Game and you will learn how to identify and invest in the "gorilla candidates" early on -- while they are fighting for dominance in their markets and while their stock is still cheap. When the dust clears and one company clearly attains leadership in

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its product category, you'll reap the enormous returns that foresighted investors in high-tech companies deserve.

The Gorilla Game is the latest from bestselling author Geoffrey A. Moore, one of the world's leading consultants in high-tech marketing strategy. Here you'll

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find the ground-breaking ideas about technology markets that made his previous books bestsellers, combined with the work of Paul Johnson, a top Wall Street technology analyst, and Tom Kippola, a high-tech consultant and highly successful private investor. Together

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they have discovered and played the gorilla game and now give their readers the real rules for winning in the world of high-tech investing. Step by step you'll learn how to spot a high-tech market that is about to undergo rapid growth and development; how to identify and spread investments

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across the potential
gorillas within the
market; and how to
narrow your
investments to the
single, emerging
leader -- the gorilla --
as the market
matures.

Learn the relationship-
building secrets that
lead to lifelong clients,
repeat customers,

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and endless referrals

In today's

commoditized
marketplace, no

matter what product

or service you sell,

there's probably

someone somewhere

able to offer it

cheaper, faster, and

maybe even better.

So how do you

differentiate yourself

from your

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competitors? The
Connectors shows
that the only thing that
truly sets you apart is
the quality of your
relationships with your
clients and
customers. Everyone
knows that
relationships are
important in business.
Yet most people
would admit that their
relationships could be

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better—but don't
spend time working
on the underlying
skills. This book
explains how to
develop better, more
profitable
connections—as
illustrated proven by
some of the world's
most successful
professionals. Even if
you're not a “people
person,” you can

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your business or your
career through a few
simple approaches to
relationship-building.

The Connectors
presents a five-step
methodology that lead
to lifelong clients,
repeat customers,
and endless referrals.

Inside, you'll learn
how to: Stop
networking and start

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truly connecting
Create an avalanche
of referrals and an
army of happy
customers Become a
"connector," even if
you've never been a
"people person" Find
your social IQ—and
improve it Put
relationship-building
principles to work
daily Focus on others
and reap the rewards

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yourself Ask the right questions—and sell without selling
Differentiate yourself through the impact you have on others In
The Connectors,
Maribeth Kuzmeski, founder of Red Zone Marketing, LLC, and consultant to Fortune 500 firms, shows you how to build profitable, long-lasting

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the stars of the Netflix
series Get Organized
with The Home Edit
(with a serious fan
club that includes
Reese Witherspoon,
Gwyneth Paltrow, and
Mindy Kaling), here is
an accessible, room-

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by-room guide to
establishing new
order in your home.

“A master class on
how to arrange even
your most unattractive
belongings—and
spaces—in an
aesthetically pleasing
and easy-to-navigate
way.”—Glamour (10
Books to Help You
Live Your Best Life)
Believe this: every

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single space in your house has the potential to function efficiently and look great. The mishmash of summer and winter clothes in the closet? Yep. Even the dreaded junk drawer? Consider it done. And the best news: it's not hard to do—in fact, it's a lot of fun. From the home organizers who

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made their orderly eye candy the method that everyone swears by comes Joanna and Clea's signature approach to decluttering. The Home Edit walks you through paring down your belongings in every room, arranging them in a stunning and easy-to-find way (hello, labels!), and

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maintaining the system so you don't need another do-over in six months. When you're done, you'll not only know exactly where to find things, but you'll also love the way it looks. A masterclass and look book in one, *The Home Edit* is filled with bright photographs and

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detailed tips, from placing plastic dishware in a drawer where little hands can reach to categorizing pantry items by color (there's nothing like a little ROYGBIV to soothe the soul). Above all, it's like having your best friends at your side to help you turn the chaos into calm.

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Includes a link to download and print the labels from a computer (you will need 8-1/2 x 11-inch clear repositionable sticker project paper, such as Avery 4397).

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