

# AIM Bookshop Bulletin.



## Doing Business Ethically

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Now you can find out with *Lessons Learned*. Concise and engaging, each volume in this series offers 12-14 insightful essays by top leaders in industry, the public sector, and academia on the most pressing issues they've faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience.

**Author**            **Fifty Lessons**  
**RRP**                **\$22.00**  
**AIM Member**    **\$19.80**



## Managing Change

*Managing Change* provides a readable and practical introduction to the subject, starting with the definition of change. It explains where to get ideas for change and innovation, how to implement change, and how to tell if the change has worked. It also deals with the costs of change, whether managers have to abandon current methods to embrace change, and explores the key management challenges in a changing world.

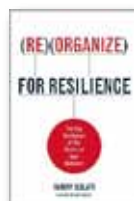
**Author**            **Bernice Walmsley**  
**RRP**                **\$23.00**  
**AIM Member**    **\$20.70**



## Ultimate Basic Business Skills: Training an effective workforce

Get frontline workers up to speed on critical business skills with *Ultimate Basic Business Skills*. These lively, scripted one-half-day training programs cover more than 20 individual topic areas, including customer service essentials, priority management and decision making, business writing, communication skills, conflict management, and team and social skills basics. Included are all needed learning activities, handouts, worksheets, assessments, and PowerPoint slides. Blend, mix, and match content to create customized programs using the included CD-ROM.

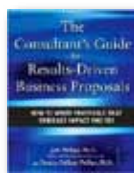
**Author**            **Christee Gabour Atwood**  
**RRP**                **\$99.95**  
**AIM Member**    **\$89.95**



## Reorganize for Resilience: Putting customers at the center of your business

In an era of raging commoditization and eroding profit margins, survival depends on resilience: staying one step ahead of your customers. Sure, most companies say they're "customer-focused," but they don't deliver solutions to customers' thorniest problems. Why? Because they're stymied by the rigid "silos" they're organised around. In *Reorganize for Resilience*, Ranjay Gulati reveals how resilient companies prosper both in good times and bad, driving growth and increasing profitability by immersing themselves in the lives of their customers. This book shows how resilient organisations cut through internal barriers that impede action, build bridges between warring divisions, and transform former competitors into collaborators.

**Author**            **Ranjay Gulati**  
**RRP**                **\$55.00**  
**AIM Member**    **\$49.50**



## The Consultant's Guide to Results-Driven Business Proposals: How to write proposals that forecast impact and ROI

Every successful business proposal answers one simple question: What is the value, in monetary terms that this project will bring to the organization? Without addressing this, your proposal is simply one of many. But if you can provide a solid answer, you're starting off well ahead of the competition. *The Consultant's Guide to Results-Driven Proposals* explains how to develop relevant, effective proposals by defining content, style, and presentation.

**Author**            **Jack Phillips & Patti Phillips**  
**RRP**                **\$72.00**  
**AIM Member**    **\$64.80**



## I Love You More Than My Dog: Five decisions that drive extreme customer loyalty in good times and bad

Lots of businesses are respected, but only an elite few have passionate, loyal, vocal fans. The kind of customers who not only come back time and time again, but rave to friends, family, and even strangers. The kind who can drive explosive growth via e-mail, blogs, Facebook and Twitter. Jeanne Bliss is an expert on what it takes to earn that kind of customer. The bad news, she says, is that there's no shortcut; the world's biggest marketing budget can't make people love you.

**Author**            **Jeanne Bliss**  
**RRP**                **\$34.95**  
**AIM Member**    **\$31.45**

